

# Starchroom

First in the Laundry Industry Since 1893

## LAUNDRY JOURNAL

APRIL, 1956

**What's the best way to schedule employee vacation periods? . . . . . Page 13**

**How to get the employees you need in a tight labor market. . . . . Page 22**

**How to turn a 25-by-50-foot lot into a downtown drive-in. . . . . Page 40**

Competition for water to serve cities, industries and agriculture has led to projects like the multipurpose Hoover Dam. Laundrymen have a stake in "the big thirst." See story on page 8





Your  
shirts are  
your  
showcase



## How many times will you take the shirt off his back?

Here's the point we'd like to broadcast: You *want* to take the shirt right off his back. Every single, solitary time he undresses, you want the shirt to go directly to the bundle that goes directly to your laundry.

Best way to keep getting his shirts is to make the man who wears 'em happy. Give him a silken-sleek crispness (that's never, never chafing harsh) to the collar and cuffs; give him a comforting shirt body that's soft 'n' easy without being a slouch.

In short, give him VELVET RAINBOW care—the very best starch care that tells customers *you* care about repeat

business. When the very best costs less than  $\frac{1}{4}$ ¢ per shirt, why gamble on any other starch? You *might* lose your shirts.

• • •

Here are *more* showing dates for the television show that "tells the world" about the advantages of professional laundry service; Quentin Reynolds' "Operation Success" show, arranged by Huron . . . for you.

Roanoke, Virginia . . . . . WDBJ, 2:00-2:30 p.m., April 15  
Lincoln, Nebraska . . . . . KOLN, 11:30-noon, April 22  
Green Bay, Wisconsin . . . . . WBAY, noon-12:30 p.m., May 5  
Beaumont, Texas . . . . . KBMT (Call Station) May 16  
St. Joseph, Missouri . . . . . KFEQ (Call Station) May 26

## VELVET RAINBOW STARCH

GUARANTEED  
50% VELVET WHEAT



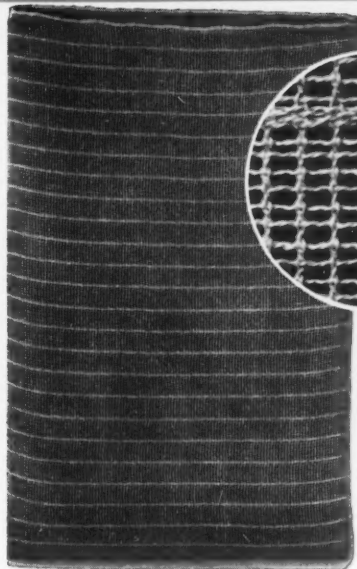
THE HURON MILLING COMPANY *Executive Office:* 3101 N. WOODWARD, P. O. BOX 9, ROYAL OAK, MICHIGAN.  
*Sales Offices:* 9 PARK PLACE, NEW YORK 7; 161 E. GRAND AVE., CHICAGO 11; 383 BRANNAN ST., SAN FRANCISCO 7;  
607 SECOND NATIONAL BLDG., CINCINNATI 2. *Factory:* HARBOR BEACH, MICHIGAN.

# ...has 9 lives!



## the Nylcot<sup>\*</sup> Net

\* It's the YARN and the clever way Col. Cottonblossom weaves it in COMBINATION that makes this net unbeatable at its price! Warp and filling contain 2 strands of 260 denier DuPont nylon plied with high quality cotton yarn. Open mesh woven tubular with solid woven bottom.



Insert shows  
actual size  
of mesh.

### SOUTHERN MILLS, INC.

585 WELLS STREET, S. W., PHONE LAMAR 1991, ATLANTA  
10-103 Merchandise Mart, Phone Delaware 7-5193, CHICAGO 54  
1641 South McGarry Street, Phone Richmond 7-0261, LOS ANGELES 21  
1627 West Fort Street, Suite 515, Phone Woodward 1-9673, DETROIT 16  
4924 Greenville Avenue, Phone Forest 8-4377, DALLAS 6  
233 Broadway, Phone Beekman 3-9260, NEW YORK 7



# Starchroom

## LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

VOL. LXIII, NO. 4

APRIL 15, 1956

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### Money made easy

If you're looking for a brand new sales market try your local meat packing plant. We are informed that this industry has become more cost-conscious in recent years. And some packing plants have gotten around to the point where they are reusing the cheese cloth for wrapping meats.

Our informant tells us that these plants are washing by the most "primitive methods"—handbrush and water bucket.

Now if some laundryman would show them how to do it the easy way, he might soon be in the market for a new food freezer. There are something like 6,000 meat packing plants in the country, today.

Take wooden nickels now. They're doing it. There's a company that manufactures real wooden coins for mail and handout promotions.

They're not competing with Uncle Sugar and he doesn't care 'cause each piece is marked "wooden nickel." The back of the coin can be used to carry company and sales pitch. If you're interested, drop us a post card for more information.

While we're talking about small change, here's an idea somebody used to make route salesmen sit up and take notice. Instead of passing out prize money in check or bill form, the management paid off with sacks of coins. Looks mighty impressive when it gets up around \$50 worth.

Another idea we picked up from *Sales Management* magazine, which could be adapted in many ways, makes use of uranium stock. In this particular case, one company used this bait as a means of attracting visitors to its showroom. For merely showing up, the person was given five shares of genuine uranium stock.

Who can afford it you say? Well, these stocks cost 20 cents a share on the market. The big problem is to find a broker who's willing to handle such small transactions.

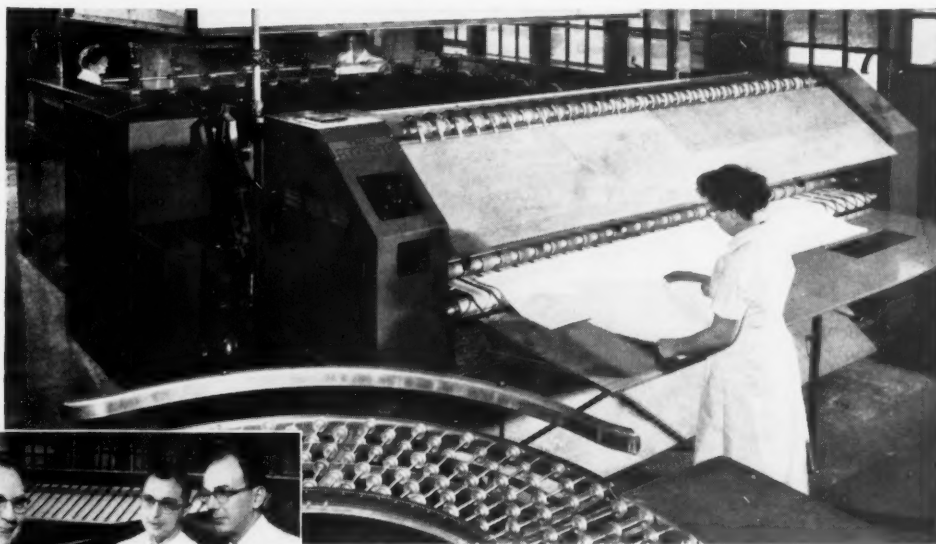
We hear a lot about "creative thinking" these days. And get all het up. Then somebody says "there's nothing new under the sun" and we simmer down.

Actually, creative thought is nothing more than old ideas with a new twist. It's a happy blend of observation plus imagination. Look alive; there's buzzards overhead.—Henry Mozdzer





# Flatwork production up **50%**



Left to right, Mr. Charles T. Werner, Bob and Bill Werner . . . all smiles over increasing output and decreasing labor cost at one stroke.

Here's an exciting report from Werner's Kenosha, Wisconsin Laundry. They recently modernized with a new Troy Speedline Ironer and a new Troy Fleximatic Air Jet Folder.

Now just *one* 6-roll Speedline Ironer is handling all the work that *two* 6-roll ironers did before. In fact, flatwork output is actually up 50%!

Besides that, the laundry has eliminated 2 operators, thanks to both the ironer and the folder. Put an end to all overtime too. Considering that Kenosha is a high-labor-cost industrial center, this saving has proved well worth the investment.

## FREE LITERATURE . . . MAIL COUPON

# Troy

## LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.  
EAST MOLINE, ILLINOIS

"World's oldest builders of power laundry equipment"

**TROY LAUNDRY MACHINERY, Dept. SLJ-456**  
Division of American Machine and Metals, Inc.  
East Moline, Illinois

Please send free literature on . . .

☐ Speedline Ironer      ☐ Fleximatic Folder

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

ATTENTION MR. \_\_\_\_\_

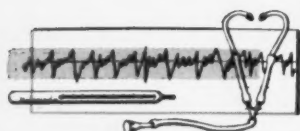
# PROSPER

## WITH

# PROSPERITY

*NOW* ... more than ever...

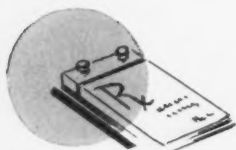
PROSPERITY QUALITY EQUIPMENT, KNOW-HOW AND GUIDANCE TAKES POSITION IN THE FOREGROUND



### THE MacINTOSH SURVEY\* GAVE YOU THE DIAGNOSIS

The MacINTOSH SURVEY and findings of the BUREAU of LAUNDRY and DRY-CLEANING STANDARDS make it apparent... yes imperative that the industry must offer:

- Higher quality washing
- Finer finishing of sport and dress shirts
- Improved and square-finished flatwork
- Special attention to wearing apparel finishing
- Neat folding and packaging
- Fast service and no shorts or mix-ups



### PROSPERITY GIVES YOU THE REMEDY

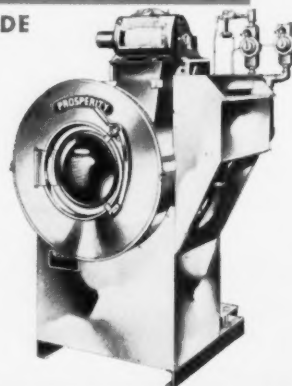
*Rx*

#### PROSPERITY 25-POUND INDIVIDUAL PRODUCTION WASHERS

QUALITY WASHING THAT SATISFIES HOUSEWIVES' PERSONAL PRIDE

#### *Reasons Why You Can Wash Better and More Economically:*

- You can get top efficiency, greater economy and continuous production in washing family and bachelor work. There's no waiting for large washer pay loads. You get immediate service in the proper washing of all-type loads that favors a steady, moving production flow.
- And two-speed washing... a fast, short cycle for light soil, special formulas for heavy soil, fugitives, etc. No-shrink, no-damage washing for woolens and delicate fabrics.
- You can set up fast-handling 25-pound battery washing to meet your needs: fully-automatic, semi-automatic, and manual machines for either high-speed, low-speed or combination washers.



\* IF YOU DO NOT HAVE THE FACTS ON THE MacINTOSH SURVEY

R

## PROSPERITY CABINET SHIRT FINISHING UNIT

A MAN CAN BOAST THAT YOUR SHIRT FINISHING IS THE FINEST

*Why Not Share Prosperity's Prestige in Shirt Finishing?*

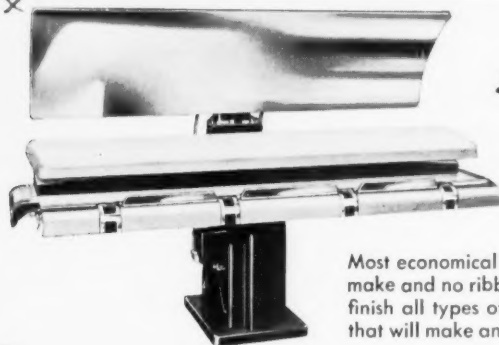
Moulded-to-shape, fully-dried collar. Form-pressed yoke that blends with the body. Flat, wrinkle-free buttonhole strip and plackets. Bosom finish on sleeves and smooth cuffs. Overlapping, lustrous body and back . . . and precision machine folding.

Quality shirts from the beginning and up to 100 shirts per hour. Wire or write for literature on the Prosperity Cabinet Shirt Unit and the Prosperity Complete Shirt Department.



R

## PROSPERITY Air-Operated FLATWORK PRESSES



ANY HOUSEWIFE CAN TELL ANOTHER THAT YOUR FLATWORK FINISHING IS "PERFECT"

*Square-As-A-Die Finishing. No Shiny Hems, No Crow's-Feet. No Dog Ears, and No Ironer Ribbon Marks*

Produce a beautiful, lustrous finish on fancy table cloths, napkins, guest towels and all special linens. No draw, stretch or pull on fabrics.

Most economical to operate in intermittent or continuous service. No adjustments to make and no ribbons to maintain. Light finger-tip operation. Two operators can press-finish all types of flatwork with maximum efficiency . . . a beautiful flatwork service that will make any housewife happy.

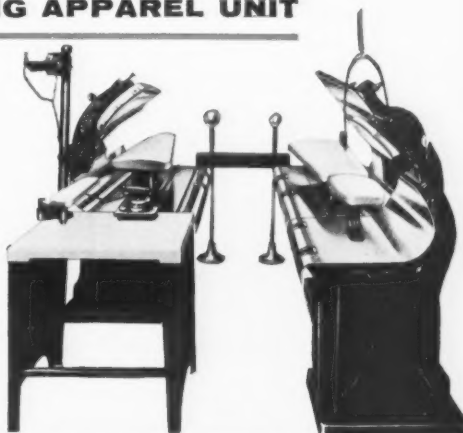
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## PROSPERITY All-Purpose WEARING APPAREL UNIT

WEARING APPAREL FINISHING THAT CAN BRING A HAPPY SIGH OF RELIEF TO ANY HOUSEWIFE

One operator at one station finishes every piece of wearing apparel, regardless of the type of material or the styling of the piece. Finishing costs in ironing wearing apparel have been cut 50%, and more, in many laundries using this unit.

Adapted to silks, wools, synthetics and mixtures. The most efficient, quality-finishing wearing apparel unit ever devised. Most adaptable styling in bucks . . . dry heat, steam and vacuum, puffer irons, sleeve board, spray gun and electric iron.



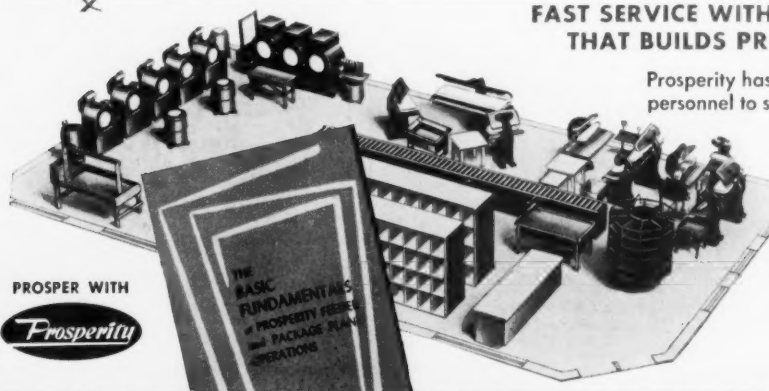
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## PROSPERITY QUICK-SERVICE PACKAGE LAUNDRY PLANT

FAST SERVICE WITH ON-TIME, FULL-COUNT BUNDLES THAT BUILDS PROFITABLE, INCREASING BUSINESS

Prosperity has the equipment, experience and follow-through personnel to set you up in actual operation.

Wire or write for data on Prosperity Quick-Service Laundries and your free copy of "The Basic Fundamentals of Prosperity Feeder and Package Plant Operations." It's the most modern application of machines and methods for fast service and profit.



PROSPER WITH

**Prosperity**

THE BASIC FUNDAMENTALS OF PROSPERITY FEEDER and PACKAGE PLANT OPERATIONS

**The PROSPERITY**  
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES,  
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS  
**Company Inc.**

Main Office and Factory, Syracuse 1, N.Y. Sales, Service and Parts in Principal Cities



WRITE THE PROSPERITY COMPANY, INC., FOR "MURDER WILL OUT"

# Starchroom Editorial

## The Duke's underpants & testimonial advertising

The London *Daily Mirror* recently denounced royal warrants of appointment. This is the custom wherein the members of royalty issue a list of tradesmen and individuals to whom they sent their business.

In this case, the protest came on the heels of the Duke of Edinburgh's proclamation listing 29 concerns, including one *laundry*.

The newspaper decried the custom as "silly and obsolete," and seemed utterly aghast that a laundry should have made the list.

"Are working women likely to send their bras and scanties to the laundry in the hope that they will pass through the same mangle as the ducal underpants, or be ironed in close proximity to the royal undervests?" asked the *Mirror*.

We won't argue whether or not the primary issue is right or wrong. Nor will we haggle about the use of the term "mangle." But the question quoted above does merit some serious consideration.

Ignoring the reference to personal underthings, we believe that *there are* many people who would seek out the Duke's laundry either out of vanity or because his patronage gives testimony to the quality of work performed by the plant.

This brings to mind the subject of testimonial advertising. Is the laundry industry overlooking a good bet in ignoring this form of sales promotion?

We know a number of plantowners who list famous and important people as their clients, yet they tend to keep the knowledge of this patronage pretty much to themselves—as if the "name" would resent it being made known that he has any connection with the plant. In some cases this concern is justified; in others the client would be delighted to give the laundryman a boost—especially if pleased with the quality of service received.

Lots of famous people use professional laundries. If it can do the industry some good—why hide the fact?

**A forecast** on the business outlook for the industry in 1956 was carried in our December issue. It was prepared by Economist Peter B. B. Andrews who predicted an all-time-high record with laundry sales up 2.7 percent over last year.

We are happy to report that this optimism has been borne out, at least during the first quarter of the current business year. If anything, the prediction was too conservative.

We draw this conclusion from a study of "Laundry Business Trends," a feature which appears

monthly in these pages. The figures are compiled by reliable accounting firms using selected plants as the basis for their report.

To date, the increases have been remarkable. During the first week of January, sales in staid old New England were *19.2 per cent more* than for a comparable period the year before. And in later weeks, the increases were 11, 12 and 14 percent more.

The same upward trend was evident in other sections of the country—from .5 percent in New York to 10 and 11 percent higher

in the Southeast. Every figure since the first of the year has had a plus sign in front of it.

If you're not experiencing this increased volume, now is the time to find out why.

The term "Bingo-card" is frequently used in publishing circles to describe the postage-paid inquiry card on which the reader can indicate interest in several advertisers simply by checking appropriate key numbers.

You've seen them. Perhaps, even used them. There's nothing wrong in that.

Unfortunately, the use to which they are put is not always right. Quite often the inquiries are passed on to business paper advertisers as sales leads. Why the advertiser doesn't see through this setup immediately is pretty much a mystery. While inquiries can be extremely valuable, they are *not* sure-buyer prospects.

Eventually, the advertiser discovers this and is prone to discount their worth. Sometimes, the inquiry ends up in the basket.

In the end, this method of creating leads artificially can work against the best interests of a reader who is more than just curious about a particular product.

What it all boils down to is this: If you want to get a prompt response to an inquiry, the best way to do it is to write directly to the advertiser using your company's official stationery.

Be sure to mention that you saw the ad in STARCHROOM. We're not on the Bingo-card binge.

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.





"300% HIKE IN SPORT SHIRT VOLUME is due to perfect no-glaze finishing," says Sam Price (rt.) of Pilgrim Laundry, Chicago. Phenomenal boost started last spring when one of five 3-girl shirt units was equipped with Freeman Laundry Sport Shirt Pressplates, and routemen talked up "guaranteed glazeless, natural finish on sport shirts." Nearly 3,000 sport shirts a week are now being pressed with "natural" finish on one unit at same speed dress shirts. Big reason for getting more shirts out of homes, says Mr. Price, is that his customers pay ONLY dress shirt prices for beautiful sport shirt finishing.



ACETATE SPORT SHIRTS finished without glaze at dress shirt speed and cost. Collar-and-Cuff press shown here is one of six in Pilgrim unit equipped with Freeman Sport-Shirt Pressplates.



FREEMAN plates attach to head of press quickly, by means of special hooks. By simple removal of plates, unit is ready for dress shirts again.

## finishing sport shirts at dress shirt rates† on present shirt units

Shirt laundries at last can offer their customers beautifully-finished sport shirts produced at standard dress shirt speed. Scores of plants are proving that fact daily.

Millions of sport shirts are just waiting for professional laundering at dress shirt prices. In 1955, for instance, for every dress shirt, two sport shirts were manufactured!

Although 63% of sport shirts are cotton, many plants price them at the same high level as sport shirts of acetate and other synthetics. So thousands of the cotton sport shirts "stayed home." And with them stayed a lot of dress shirts, too!

Another big chunk of the sport shirt market was lost because most plants couldn't finish the synthetics without ugly glaze on collar, cuffs, bosom and yoke.

Yet the sport shirt potential is so terrific, it could easily put a plant now operating in the red right back into the black.

Without complicated machinery, or change in shirt units, or change in operator procedure, any shirt laundry can now produce customer-

pleasing sport shirts by attaching Freeman Laundry Sport-Shirt Pressplates to the heads of shirt presses.

The plates have a *special surface that avoids glaze completely.* (Heat-treated springs fitted with tooled plastic knobs allow plates to be attached or removed in about one minute per press.)

Shirt laundrymen who see what Freeman plates do always go after sport-shirt business without delay, advertising and selling aggressively. One user offered sport shirts at dress-shirt prices; another even guaranteed "No-Shine Finishing."

Another advantage of Freeman Laundry Pressplates, besides all the promotional possibilities to users, is the classification feature.

Practically speaking, you can't identify the many types of fibers and blends of fibers used today. But with Freeman plates, you only need to separate sport from dress shirts. You don't have to classify cottons, acetates, Dacron,\* Orlon\*\*

\*DuPont's trademark for polyester fiber.

\*\*DuPont's trademark for acrylic fiber.

† On shirts of comparable weight and construction

or any other synthetic. All "sports," whatever their fabric content, can be finished without ugly glaze.

Because they give sport shirts a "showcase" appearance, finish them at dress-shirt speed† and allow the presses to be changed back to a dress-shirt unit in about 3 minutes simply by removing the plates, it is obvious that Freeman Sport-Shirt Pressplates are the one answer to "getting sport shirts out of the home."

You, too, can cash in on the great sport shirt market. Ask your jobber for information today!

### FREEMAN "NO-GLAZE" LAUNDRY SPORT-SHIRT PRESSPLATES

For Typical 2-Girl Unit, \$140.00

Collar-&-Cuff .....	\$49.50
Yoke .....	23.50
Bosom .....	39.50
Sleever .....	27.50

For Typical 3-Girl Unit, \$179.50

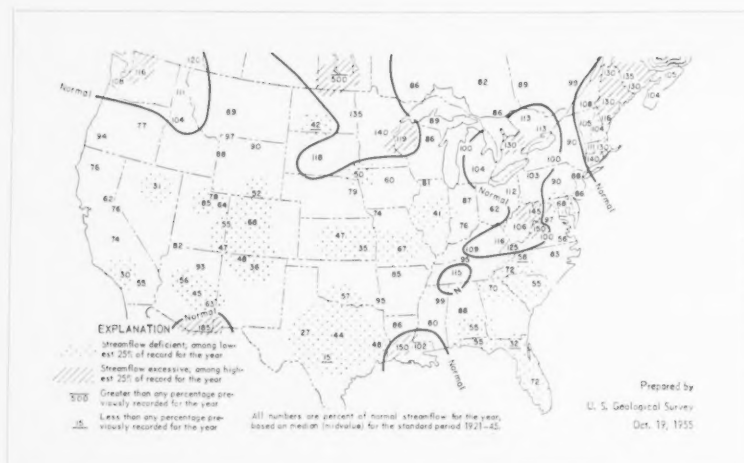
Above four plates, plus	
Body .....	39.50

Also Furnished for Other Presses:

Cuff-&-Gusset .....	27.00
Cuff .....	17.50
Collar .....	19.50
Bosom-&-Body .....	39.50

**AVAILABLE IN FULL SETS  
TO FIT MOST SHIRT UNITS**  
(Not currently available  
for cabinet-type presses)

**Bishop David Freeman Co.**  
© 1956 B D F CO. EVANSTON, ILLINOIS



**Annual summary** for the water year 1955 shows streamflow and ground-water levels below normal in southern two-thirds of the United States. Only in parts of the Atlantic coastal region, where excessive recharge occurred during the hurricane season, were water levels generally well above average at the end of the year

## WATER CONSUMPTION

It takes approximately  $4\frac{1}{2}$  gallons of water to wash a pound of clothes. Or about 9,000 gallons to launder one ton of soiled apparel. Here's how this usage compares with that of other industries.

### In Industry

**Petroleum**—20 gallons of water make a gallon of gasoline.  
**Steel**—65,000 gallons to produce one ton of structural metal.  
**Paper**—90,000 gallons to manufacture one ton of paperboard.  
**Power**—170,000 gallons to produce 1,000 k.w.h. of energy.

### On the Farm

**Oats**—It takes 7,000 gallons of water to produce a bushel of oats.  
**Corn**—10,000 gallons of water to produce a bushel of corn.  
**Alfalfa**—200,000 gallons of water to cure a ton of alfalfa hay.

Dwindling water supply demands attention of all laundrymen; learn how you can help

# The Big Thirst

By HARRY YEATES and HENRY MOZDZER

THE LIFE BLOOD of the laundry industry is water. It makes up 99.5 percent of the chemical ingredients used in the washer. You can't wash without it. Whether you use your own well or buy water from the city, it is a serious problem which bears watching now.

Here are some startling statistics which should jar even the complacent souls who think we have plenty of water:

A survey by the U. S. Department of Commerce discloses that 42 percent of the municipal water supplies in the United States are inadequate.

On the heels of this report comes the Department's pre-

diction that by 1975 the nation will use almost twice as much water as it does today. Specifically, consumption is expected to increase from 262 billion gallons a day to about 453 billion gallons a day within the next 20 years.

In the Southwest, the shortage of water has already clouded, to some extent, the outlook for industrial growth. Elsewhere, many civil authorities predict the rationing of water supplies for industrial use within the next ten years.

Small wonder that work to create rainfall artificially has been going forward at an ever increasing pace. And also to develop methods for desalting sea water.

## REASONS FOR CONCERN

The reasons for water concern are fairly obvious. Our population has grown by leaps and bounds—at the rate of 2.3 million persons per year. Only the availability of public water supplies has made possible the massing of millions in great cities and communities.

Modern industrial technology has made tremendous strides and promises to expand even more dramatically in

the future. It provides jobs for the populace and it, too, requires that basic ingredient, water, in vast quantities. Just consider the operation of a blast furnace: This industrial function uses 24 million gallons of water per employee annually.

Agricultural practices have also been modified to keep pace with the ever increasing demand for food, and this requires water. In fact, our biggest current use of this indispensable commodity is for irrigation. For

this purpose, we use approximately 120 billion gallons daily.

Our national government is justly concerned with the water problem and has inaugurated a water resources and power development program. The states, too, are taking a keener interest. During 1955, at least 21 of them authorized studies of their water resources.

Obviously, the need for adequate water supply is one that affects everyone—not just laundry plant operators.

The community laundry, however, will be particularly vulnerable since it competes with the general public in its need for large supplies of good clean water. The big question is: What can the laundryowner do about it?

## HOW YOU CAN HELP

The only way to meet this problem is to acquaint yourself with all the facts at hand. Take an active interest in it, cooperate with the authorities and try to get others to do so.

**1. Investigate new sources of water supply.** By best estimates only 15 to 20 percent of the nation's 6,000 + power laundries have their own water wells.

Where local ordinances permit, it might be expedient to investigate the possibility of having your own well. Ground water is an important source of supply.

Be sure you know the condition of the ground water level. In some areas it is said to be "critical"; that is, the use of ground water approaches or exceeds the normal natural replacement. Here, water levels measured in wells will be found continuously becoming lower, except for relatively short periods when there is an exceptional rainfall. In such areas, it will be found necessary to lower the pumps in the wells and the cost of power for pumping increases from year to year.

Ground water levels in many areas are receding, but do not offer any immediate cause for alarm.

For example, the well water level at the American Institute of Laundering (Joliet, Illinois) has been dropping at the rate of 10 feet a year, thanks to new industrial and military demands in the locality. Three years ago, the well pump was dropped from 300 to 380 feet to bring in more water. The well is 1,600 feet deep.

Most laundries in the Chicago area buy city water which is drawn from Lake Michigan.

Complete exhaustion of the ground water is possible. And, if the area is near the sea, intrusion of salt water into the water-bearing beds becomes a real danger.

In Los Angeles County, the ground water level has dropped to as much as 50 feet below sea level within four miles of the coastline. The first loss of wells due to seawater intrusion occurred in the early twenties. By 1931, the mineral constituents in the ground water 2,000 feet inland at Manhattan Beach were in excess of the standards adopted for drinking water.

To correct this condition they are

## Challenge to Laundrymen

THE LAUNDRY INDUSTRY has a great stake in the future water resources of the nation. We are a "clean" people—and cleanliness is directly proportional to water consumption. The growth of the commercial laundry business is, in great measure, a sensitive barometer of two vital factors that affect water supplies upon which effective laundering depends: growth of population and rising standards of living. Because of this, the laundry industry must play an important part in the development, conservation and wise utilization of water.

"I have become convinced that before very long, America will almost unanimously look upon water as its single greatest resource." Thus spoke President Dwight D. Eisenhower before last year's National Rivers and Harbors Congress. This prediction is being borne out in all parts of the nation. States and municipalities are deeply concerned about availability of water to meet community needs; industries are being alerted to the problem of providing fluids for evergrowing wet processing operations; agriculture is seeking new sources of supply for irrigation purposes, in order to alleviate the scarcity of water during crop-growing seasons. The search for more water, better conservation practices, and more effective control of storage and distribution is being reflected in investments of hundreds of millions of dollars in water-supply projects.

Commercial operations, such as the laundry business, will most certainly feel the "pinch" of an intensive competition for available water supplies. In fact, this competitive drive for water on the part of all users is causing many states to investigate present water laws and to determine whether new methods of allocating water rights should be written into statutes.

So says Morris M. Cohn, licensed professional engineer, author, editor and lecturer of national repute.

Mr. Cohn was City Manager, Public Health Engineer, Director of Environmental Sanitation, Department of Health at Schenectady, New York, and served in sanitary engineering capacities for that city from 1921 to 1952.

He is well aware of water and waste problems, being a former advisor on water pollution for the State of Vermont, chairman of the New England Interstate Water Pollution Control Commission, former president of the New York State Sewage Works Association, etc.

He is presently editor of *Waste Engineering* and editorial director of *Water Works Engineering*, both published by our parent organization, The Reuben H. Donnelley Corp.

The question now before regulatory bodies is, "If there is not sufficient water available to meet all needs, who gets how much?"

Let us translate this national problem in terms of the laundry industry. A laundry may get its water from one of two sources: the municipal supply or its own private supply. As a user of a public water supply, a laundry will be affected by the availability of adequate quantities to meet the entire demands of the community at large, including domestic needs, industrial requirements and commercial demands, as well as those water uses which might be termed "social functions," such as street flushing, ornamental fountains and swimming pools.

Thus, the laundry industry must concern itself with the long-range planning of the water supply systems of the nation and must cooperate with and support public officials in their efforts to guarantee their future water systems. Here is a constructive opportunity for the laundry operator to render civic service and, at the same time, to assure the availability of a commodity which is essential to his business. The close relationship between the laundry business and the health and welfare of the community is incontestable reason for this type of public service.

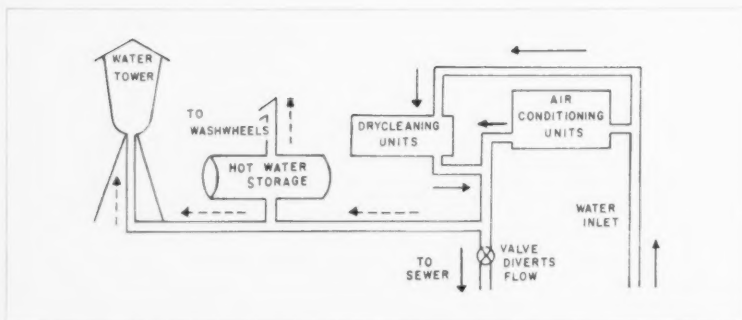
The challenge of water conservation must be met by everyone. While cleanliness is directly proportional to *water consumption*, it is not proportional to *water waste*! Every water user must recognize the rights of others to the use of this life-giving fluid and gear his consumption to his minimal needs. The laundry industry must explore every reasonable means of water saving. This is the challenge; the future of America's population and prosperity will depend on how we meet it.

now recharging the ground water level. The city has been pumping from its freshwater inland well during part of each day and using treated water from the Colorado River for the balance of its supply.

The natural source of ground water

is rainfall. Unfortunately only part of this seeps into the ground; the rest all too rapidly reaches the sea as overground runoff and is lost.

There are means by which man can help put water into the ground. He builds dams, resorts to contour



**Save water:** Water used for cooling purposes (solvent cooling, distillation, etc.) can be diverted to other purposes in plant rather than dumped down drain to sewer. One Midwest plant saves 19,000 gallons a day by reusing cooling water from air-conditioning units

plowing, digs wells, etc. Wells which are put to this purpose are commonly called diffusion or recharging wells. They are designed as normal wells but have a greater capacity than a regular supply well. They are therefore fairly expensive and costly to maintain.

Diffusion wells are most practical where large quantities of cool, clean water are to be returned to the ground; else there is the danger of contaminating the original supply. For these reasons such wells are *not* especially helpful for laundry use.

## 2. Look for ways to reuse water.

If water is used for cooling purposes, substantial savings can result by diverting the runoff into the hot-water storage tank, separate supply tank or water tower.

Water is commonly used in cooling the compressor in air-conditioning systems and the solvent condenser in drycleaning systems. This water is clean. Instead of dropping it directly to the sewer where it is lost for good, reuse it and save on water bills. (This water can also be used to recharge ground water where diffusion wells are available.)

Some laundries have reduced their

water needs 20 percent by reusing it in other parts of the plant.

The reuse of rinse water in the suds bath suggests another means of saving. In the conventional washing cycle, fresh water is used for every step in the washing formula. If the cost were not prohibitive, supply tanks might be installed to catch the rinse waters and use them again.

## 3. Find ways to use less water.

Many laundry plants use 6, 7, 8, and more gallons of water to wash a pound of clothes. The average one uses about 4.5 gallons.

One obvious fact, then, lies in the reexamination of your washing formula. Have you experimented with short formulas which reduce costs and, at the same time, increase the capacity of your washing equipment?

Within recent months the Diaper Service Institute of America began a research project with an eye towards saving water in the washing operation. Its first effort was to study the effect of load size on water consumption in washing light soil classifications. Here's what the Institute found as it increased the load (in a 36-by-36-inch open-pocket metal washer)

from 85.7 pounds to 136.5 pounds.

a. The total amount of water drawn into a washer is independent of load size. As the load was increased, the total water drawn remained fairly constant, averaging 336 gallons, with a range of only plus or minus 3 gallons. While no attempt was made to measure the wear and tear on equipment, it was found that water usage in terms of gallons per pound was reduced by about 37.5 percent over the load range.

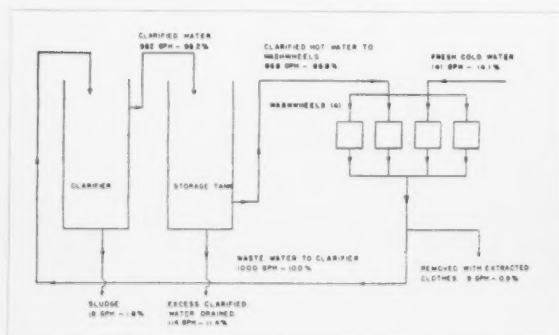
b. Whiteness retention did not decrease significantly.

Small savings can be made by establishing a preventive maintenance program that keeps your equipment in top-notch working order. Leaky pipes and washwheels contribute nothing to washing action. The installation of quick-acting valves on water lines serves as yet another waste prevention measure.

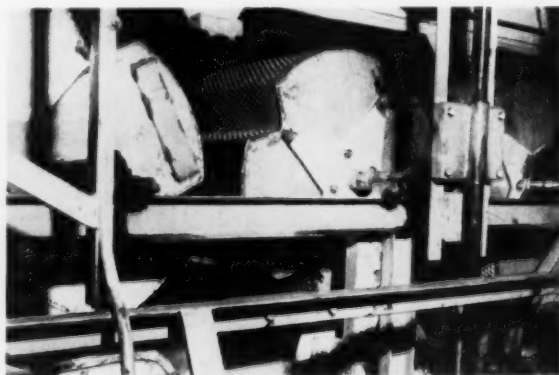
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**Reuse water:** One washer of radical design, with separate tubs for each step in washing formula, reuses rinse waters in suds baths. Management reports water consumption has decreased 25 percent, thanks to new installation



# ***Champs with a new power punch!***

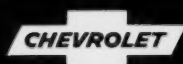
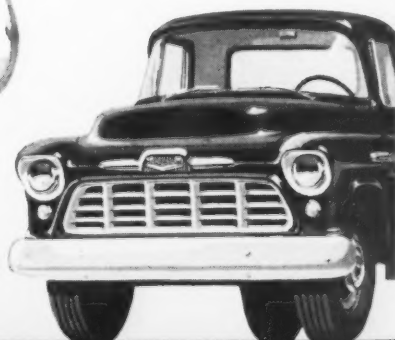
These new Task-Force light-duty jobs pack the biggest power punch in Chevrolet truck history with a modern short-stroke V8 and Hydra-Matic  
*Drive for every model!*



**Today's most modern truck V8's** —available at extra cost in whatever new lightweight model you need! Here's ultra-efficient short-stroke power for increased engine life and lower operating costs. New valve-in-head sixes are more powerful than ever!

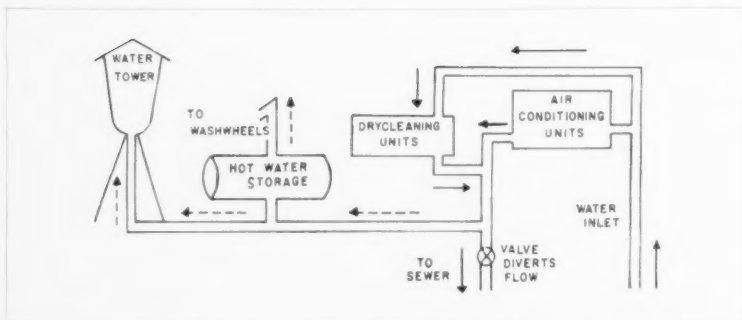
**And a wider range of Hydra-Matic models!**

Driver efficiency goes way up with smooth-operating Truck Hydra-Matic on the job! Now available at extra cost on all light-duty and some medium-duty models, too. See your Chevrolet dealer for details and a deal on the right model for your job! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



## **NEW CHEVROLET TASK-FORCE TRUCKS**

Anything less is an old-fashioned truck!



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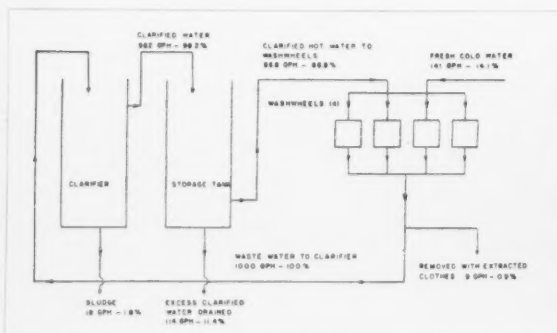
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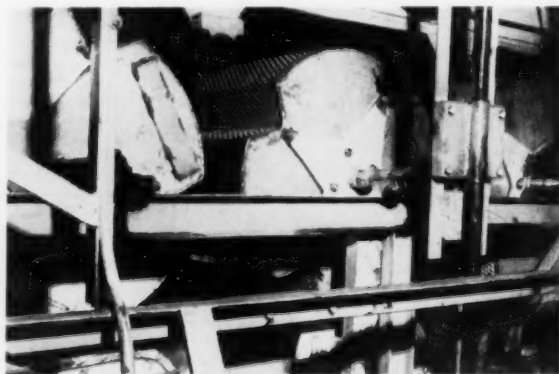
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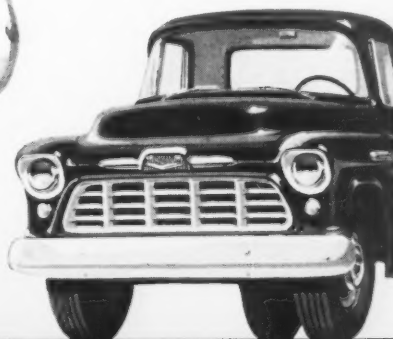
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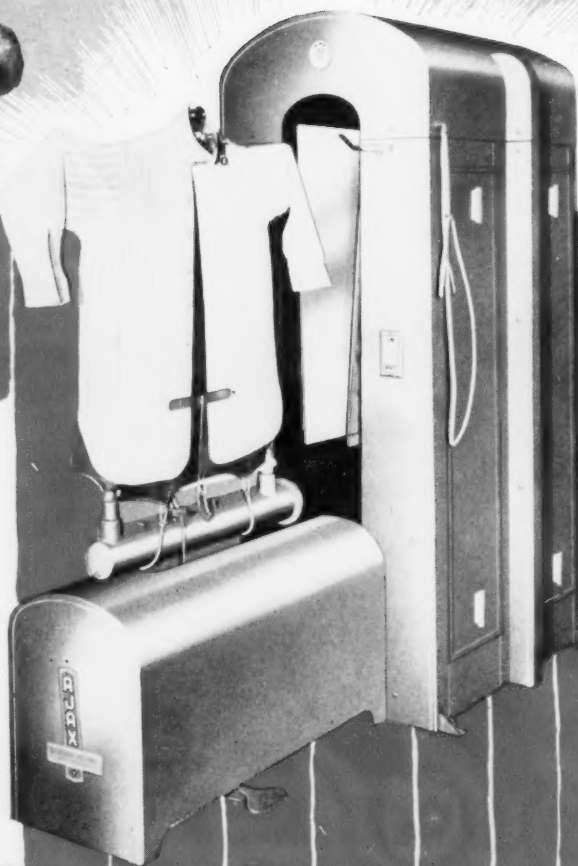
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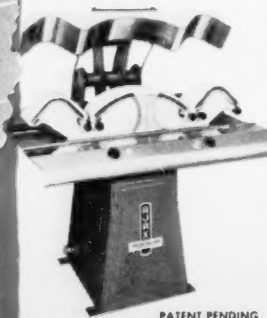
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PATENT PENDING

Model CCW

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PATENT PENDING

**Ajax Pressing Machine Corp.**

Ajax Presses Manufactured by Western Laundry Press Co. Since 1929

SALT LAKE CITY, UTAH





Study of work load for previous years precedes vacation assignments at Shepherd Laundry & Cleaners, San Antonio, Texas. Plantowner Paul A. Renton, Jr., checks weekly tonnage figures

## Stagger System Vs. Plant Shutdown

*Both methods have specific advantages  
worthy of the plantowner's consideration*

### PART I

SCHEDULING SUMMER VACATIONS for a plant can be a breeze or a bugaboo, according to Paul A. Renton, Jr., of Shepherd Laundry & Cleaners, San Antonio, Texas. But no matter how simple and easy the process might be there always are elements to add to the gray hairs of the manager.

Mr. Renton's plant has 60 employees and has been operating in the city for 65 years. He credits an equitable, flexible vacation schedule with the fact that employee loyalty is extremely high. A good percentage of the employees have worked at Shepherd's for their entire working lives. All employees get a one-week vacation starting

with the month of May, in a vacation year which runs from January 1 to January 1 with no holdovers.

There are good and bad vacation schedules, says Mr. Renton. A good schedule has these results:

1. It helps build employee loyalty despite necessary limitations.
2. It protects the company while still allowing flexibility.
3. It eliminates both the loss factor of indirect costs (non-working employees on the week's payroll) and the need for extras to fill in.

Here's how he gets those results from his vacation schedule.

Loyalty is a product of allowing the

*Continued on page 14*

THE IDEA OF CLOSING a laundry for a two-week vacation period goes against the grain with most service-minded laundry operators. Yet, there are a few laundrymen who subscribe to this practice and are happy with it.

One New Jersey laundryowner (name on request) experimented with the shutdown system last year. After much deliberation the plant was closed during the first two weeks of August. All 13 employees took their vacations at the same time. The plantowner was so pleased with the results that he's ready to do it again this year.

### Aids quality

As far as his operation is concerned, he regards the shutdown policy as one of the best ways of maintaining work quality standards. He believes it is unfair to ask the employees to handle extra work loads in an under-staffed department and expect them to do a quality job.

From his own observations he noted that most claims occur during this period of disruption. And this period could last anywhere from three to six months using the stagger-system of scheduling vacations. Furthermore, it disturbed him that the habit of doing shoddy work, once acquired, seemed to persist long after the vacation period had expired.

The shutdown policy is not one that can be adopted at the drop of a hat. It requires a great deal of thought and preparation. And it can be fraught with danger.

It can be dangerous in situations where employee and customer relations are not at their best. The enforced vacation period may give the disgruntled employee the opportunity to go out and look for another job. It may also encourage the customer to try another laundry—and stick with it.

A two-week close down could mean the difference between profit and loss on sales. After all, two-weeks inactivity represents a 4 percent loss in income.

### Attitude big factor

A great deal also depends on management attitude. If management is out to get every penny it can, then the shutdown policy will have little appeal.

In the case of the New Jersey operator, he is content to cater to a select group of customers. He is not so much interested in their number as in the volume of work they supply.

*Continued on page 16*

employees as much leeway and as much determination as possible in the selection of their vacation dates.

"To us a schedule is not sacred," says Mr. Renton. "The welfare of the plant and of the people in it are most important. We therefore encourage all employees to make their preferences known before the schedule is made up, and they still have a chance later to make changes."

About 25 percent of the employees don't care when their vacations come. Of the others, some select the dates on a whim and some have carefully laid plans that depend on certain dates. To ease the task here, Mr. Renton puts it all in the hands of his supervisors. All employees are told via the bulletin board and word-of-mouth to let their respective supervisors know before March, and to specify if they have no preference.

The supervisor notes the conflicts before the schedule is made up and informs the people concerned so they can make a switch to still-open dates.

#### **Employees make own choice**

"It practically never happens that two people have unchangeable reasons for the same date," says Mr. Renton. "If they can't settle it separately, the supervisor gets them together after hours, face to face, and usually one will defer. If not, then seniority must rule. Seniority always is the controlling factor, but note that it also is the last resort. The people get the chance to make the choices themselves, and if they can't at least they are fully aware that we have worried about it and there is nothing arbitrary about the decision."

The employee, however, has still another chance to make a change after the schedule goes up in March. If his plans must be altered, he can appeal to anyone who is scheduled into the new dates he desires, and dates can be exchanged if the supervisor O.K.'s it. This applies, of course, only within a department. There is no interchanging of employees from one department to another.

#### **Supervisor is responsible**

The company is protected in this flexibility by the fact that it is the supervisor who arranges all conferences on dates before the schedule goes up, and the employee who wants a later change must go to the supervisor for an O.K. if he finds someone willing to exchange. The supervisor always is responsible for his department.

There are special cases. For example, there is the employee who wants three or four weeks with, of course, the extra time at his own expense. This is permissible as far as Mr. Renton is concerned, as long as it can be cleared with his supervisor. Company policy, however, is such that exceptions must be in the form of a reward for long service and good work. For company protection, the employee must provide his own replacement and see that he is trained at the particular job. The usual practice here is for the employee to call for a name from the extra list, which consists of previous employees with good records who might now be working night jobs, or be on vacation from their current jobs or perhaps might be women who were married and quit working regularly. The replacement names are made available to the employee, or the employee submits a name for approval. The supervisor must be sure that the replacement is of equal ability. The employee taking the extra vacation time must pay the replacement.

So it's not easy. It shouldn't be, Mr. Renton feels, for the practice should not be encouraged. But it is possible for those who want the time badly enough, and the system has worked well at Shepherd's through the years. In actual practice, this system is mostly for the routemen who otherwise would raise insurmountable problems. For the regular in-plant employee the procedure is quite routine since all extras are well known to employees and supervisors. In the plants, the supervisors often decide that the replacement isn't necessary due to lowered summer load.

#### **Vacations are compulsory**

Morale is a factor closely tied in with loyalty, but it is heightened by the fact that the vacation is compulsory. Mr. Renton feels that the rest and the week away from the plant are necessary to a healthy outlook psychologically, whether the employee appreciates this fact or not. Even those who say they prefer to work through, he says, almost without exception are grateful afterward for their week away.

The two possible alternatives to taking the vacation would be double pay for a week or carrying the time over to the next year. In some cases, older employees might have actual need for the extra money, so real family hardship is one basis for exception. Illness of a key man might make impossible the vacation of some other key man,

also. In such a case, a week of double pay would result.

There is no exception to the no-carryover policy. In past years Mr. Renton has experienced squabbles with people who suddenly claimed they had three years' vacation coming or that they had taken only a half week the year previous, and he has found that at times it is difficult to check records. In any event, it is time consuming and causes complications. So the company rule is that vacations must be cleared during the year, either in actual time or in extra money.

#### **Time based on past volume**

Minimizing the vacation as a cost factor is a result of a study of the weekly tonnage history of the year before. Well in advance of the vacation season, Mr. Renton has one of the girls in the office make a tonnage study and report to him the figures for each week of the summer and fall. Before reporting, she makes a hasty check of her figures with the second year previous, to make sure she is reporting no abnormal figures.

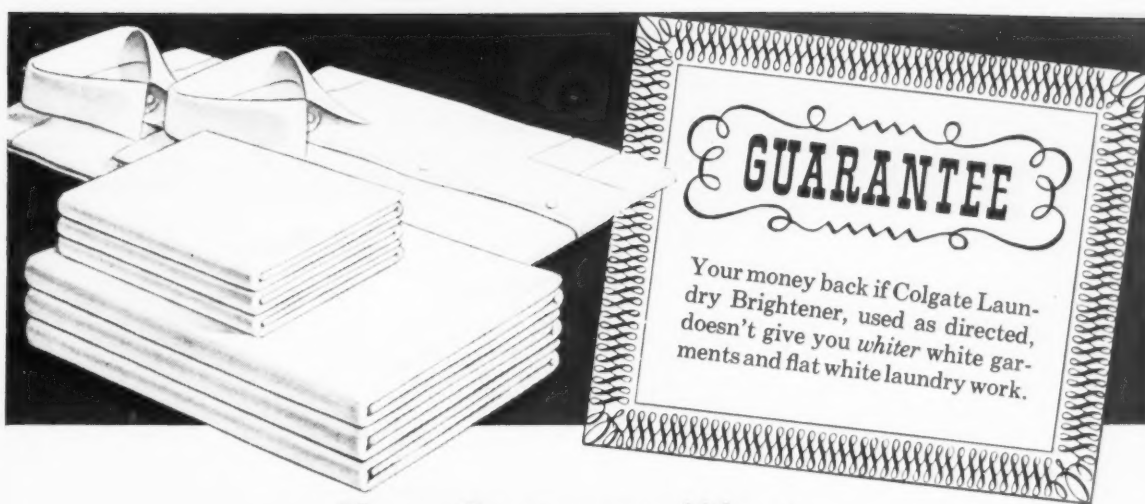
Mr. Renton passes this list on to the supervisors concerned. Thus armed with figures, they know what months they can let, say, a dozen people go, and what months they can let twice that number off. Since this follows the actual sales pattern of an actual year, with no guesses, the employees are let out in numbers relative to the weeks of lowest volume. There is, therefore, never a need for summer replacements. Only dead time is lost, not productive time.

There is the problem of the specialized department, such as diapers, not big enough for the gross to justify depth. Another problem is the key man who does his work well and is so easy to depend on that his importance is overlooked until he's suddenly gone for a week. This is true of supervisors, and it is true of certain employees under a supervisor.

#### **Supervisors fill in**

For such problems, all supervisors and superintendents are trained to handle specialty departments such as diapers. Mr. Renton himself and all superintendents must be prepared to double in brass on certain weeks, and these weeks are known ahead of time because they are indicated by the vacation schedule.

"Vacation schedules too often are thought of as a great bother," says Mr. Renton. "Our experience is that, given proper thought, they can really do things for the company and they are worth every bit of time and effort they require." □□



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**Colgate-Palmolive Company**

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Over the years, it has been the plant's policy to emphasize the point that big bundles can be done more economically. It prices its services by the pound rather than by the piece. The plant will accept an all-shirt bundle over the counter but *not* on its two routes.

The firm has increased the traffic at its plant call office from 30 percent of sales in 1955 to 40 percent over a comparable period during 1956 by offering a 20 percent cash-and-carry discount. But it does little else to encourage this counter trade. The store is open for business 53 hours a week; however, by management's own admission, it is not necessarily open at the best hours. It opens too late in the morning (7:00 a.m.) and closes too early at night (5:00 p.m.). And on Saturdays the doors close at 10:00 a.m. The production end operates on a five-day schedule, 40 hours a week.

The point to be emphasized here is that the firm is more interested in big orders rather than in the total number of customers served.

### Setting up the policy

A great deal of preparation was involved in establishing the close-down policy.

1. The first step was the study of local conditions. Investigation revealed that more and more of the industrial firms in the area were suspending operations during the first two weeks of August. The plantowner surmised that most of his own customers were away during this period. A check of the records backed this up showing sales were at their lowest ebb at this time of the year.

2. The next step involved notifying the employees of the proposed change. They were called together three months beforehand and given the details of the plan.

All employees were to be given vacation the first two weeks of August. Those with two years service would be given two weeks with pay, those with one year, one week with pay. Those in between would be prorated and given additional paid time. Since not more than one employee had less than one year service, the arrangement posed no great problem.

The employees were told why such a plan was conceived. And perhaps its strongest appeal lay in the fact that no one would be called upon to fill in for absentees who would normally be away, as under the old stagger system

of scheduling vacations. Discussion and suggestions were invited. In the end everyone went along with the plan.

3. Bundle inserts and counter cards were used for a period of six weeks to notify customers of the vacation closing. It was explained that this period was selected because it would inconvenience the fewest number of customers; because it afforded the employees the opportunity to get a good rest; and because the close-down prevented the possibility of producing low quality work.

The customer was also informed that, if he had to get to the plant, the call office would be opened Mondays, Wednesdays and Saturdays from 7:00 a.m. to 10:00 a.m. during this period. This was tended by the plant manager who was kept just comfortably busy taking and giving out orders.

The work received from this source plus that picked up by the one operating route provided enough work to get the plant going the first day the staff returned from vacation.

The route salesman, in this case, was obliged to work the first week of the vacation period to deliver finished work, but got additional pay.

### Shutdown results

The shutdown worked out quite happily. The employees were never more rested or enthused about their holiday.

There was a very small percentage of customers lost and the work just piled in—almost double, the first week back. It took a month to see daylight, reports this plantowner, since a lot of the customers held back their work until the plant reopened.

At year's end, the plant's sales ran 6 percent above that of the previous year. But the margin of increase was not as great as in past years. Part of this was owing, of course, to the fact that the plant had no revenue during the vacation shutdown.

Impressively, claims at present amount to but .01 percent of sales.

As far as management is concerned, the shutdown policy, when inaugurated with the proper precautions, is a good one—one which a larger plant could more easily adopt because of its ability to absorb the work load better.

### Another Case History

One Midwestern laundry, employing 175 persons, has made it a practice to shut down for the vacation period these past 11 years.

Management adopted the policy as a means of doing without in a help-starved labor market. New help was impossible to get and the system of staggering vacations seriously hampered production. Closing down seemed to be the best way to alleviate the condition. The policy continues to this day with some modifications.

When the plan was begun, the company closed down for only one week. Within the past three years, however, the period was extended to two weeks, since more and more industrial firms in the area are adopting this policy.

Employees with one to five years service are entitled to one week vacation with pay. Those with more than five years are entitled to two weeks with pay. Provisions are also made for prorating, so that the employee with 6 to 11 months service receives some vacation pay.

When the plan was inaugurated, the plant sent out letters to customers requesting them not to double the amount of work sent in the first week after reopening since the sudden flow of work at one time could delay delivery. (The plant is strictly a route operation having 20 trucks on the road.) Later experience proved that the plant could snap back to normal production schedules in short order and such cautions were dropped in subsequent notices. It has since been management's observation that a two-week shutdown results in approximately a one-week loss of business. And that very few customers are lost in the interim.

The plant closes its doors during the first two weeks of August when the sales volume is at its lowest. Everyone—route salesmen and production employee—takes off during the same period. There is no activity and no alternate outlets for getting work into the plant.

The employees like the policy and management hopes to continue it. But at the same time, management is reluctant to advise other laundries to adopt it without careful deliberation.

There is always the possibility that customers and employees may find new interests elsewhere while the plant is shut down.

In its own case, management feels that it has a loyal following in both camps. It prides itself on its particular clientele and its longtime patronage. The work force is quite stable. Some 57 percent have anywhere from 5 to 55 years service and another 21.4 percent 1 to 5 years.

The plant's sales ran behind this year, but management sees no particular cause for alarm since this pattern was reflected by other companies in the area. □□





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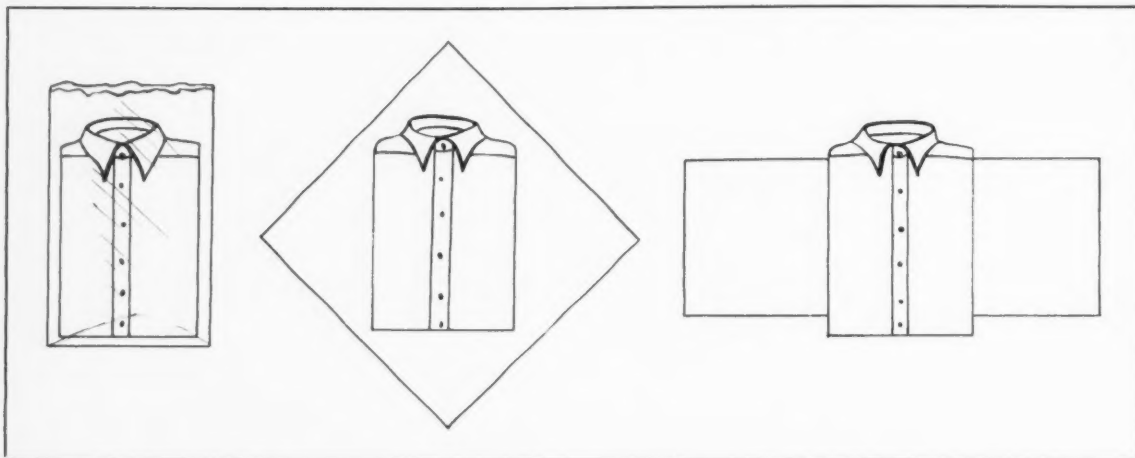
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\*Trademark Mount Vernon Mills, Inc.

April 15, 1956

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The cellophane bag, the diamond-wrap and the rectangular sheets have helped three different plants dress up their finished shirts. Improved packaging is keeping pace with improved production to bring added volume to Jay Laundry, Swiss Laundry and Brighton Laundry

## How To Use Transparent Packaging

Modern wrapping protects and enhances garment while stimulating sales

By ROGER GANEM

THERE IS MORE than one way to cellophane-wrap shirts, but whatever the method, the customers like it.

Three different plants using three different designs of transparent packaging report similar results: Cellophane wrap glamorizes, protects, makes handling easier, costs little and increases sales.

The Jay Laundry, Plainfield, New Jersey, has been using printed cellophane bags almost five years. "It dresses up a finely laundered shirt tremendously," owner William L. George stated. "We would be afraid to do without it now."

The Jay Laundry slips the shirt into a 10-by-15-inch bag on which is printed the plant signature and message reading, "Home laundering is an expensive way to save money."

The printing is in color, either blue and white or red and white. The bags cost Jay about a penny apiece.

The Brighton Laundry in Brooklyn, New York, has been using plain rectangular sheets measuring 13 by 20 inches for the past four years. The sheets are gauge 300MS-1, which

means they are moisture-resistant and heat-sealing with an approximate thickness of .0009 inches. (Gauge runs upward from 100. The higher the number, the thicker the wrapping. Transparent package manufacturers use different initials to indicate the characteristics of the wrap.) The sheets cost Brighton about seven-tenths of a cent apiece.

Each is wrapped snugly around the width of the folded shirt and the overlapping ends are sealed by heat from a hand iron. The shirt is not entirely enclosed; the wrapping acts more or less as a wide band that covers the main body but leaves both ends exposed. The plant has found this method quick, economical and necessary.

### Customers insist on it

Why necessary? Once when Brighton ran out of cellophane, it began receiving complaints from customers who suddenly felt that the shirts were not up to the usual standard of quality. A new supply of trans-

parent wrapping stopped the complaints. Therefore Brighton deems this type of packaging necessary.

The Swiss Laundry in Rockville, Connecticut, uses the diamond-cut cellophane sheet (30 by 21 inches) to wrap each shirt and each order in its entirety.

Each shirt is heat-sealed in 300 MST cellophane and the full order is held together with cellophane bands running around it lengthwise and crosswise. A double-collar support prevents crushing.

From the time Swiss adopted this new packaging technique five years ago, shirt volume increased from 1,800 weekly to 2,700.

This heat-seal banding technique is preferred by Swiss because: (1) The bands can be obtained in almost any color to give the package eye appeal; (2) They are transparent and do not hide the product nor do they prevent reading the invoice which is tucked underneath them; (3) The materials speed packaging, take less storage space and are easily handled. (Unlike boxes, for example, the bands are less

# OZONITE-WASHED *Clothes*

LOOK CLEAN

FEEL CLEAN

SMELL CLEAN

ARE CLEAN!



Yes, when you pull a load of Ozonite-washed clothes from your washers, they're *clean*! For this scientifically built soap assures exceptionally thorough dirt removal, excellent whiteness maintenance, and safety to fabric strength.

Ozonite gives you real quality control—quality control that means pleased customers week after week, month after month. And washing economy that will please *you*. Try Ozonite for a month and see.

## OZONITE

*Quality Control at its Best!*

PROCTER & GAMBLE, BULK SOAP SALES DEPARTMENT, CINCINNATI, OHIO

April 15, 1956

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**Diamond-wrap** fully encloses a shirt, is transparent and is sealed by application of heat. Photo shows it in use by Allen Laundry, Allentown, Pennsylvania

bulky, do not have to be ordered in various sizes, and can be assembled with no trouble); (4) The cost is around \$.013 per shirt, not including labor.

#### Other uses

Shirts aren't the only laundry product enhanced by transparent wrapping. Blankets, sweaters, comforters, bedspreads, table cloths, baby things, and all hand-finished and premium work are among the most logical choices for packaging for two main reasons: (1) The price of the work can cover the cost of packaging; (2) The housewife has special incentive for endorsing this technique — she trusts a cellophane wrapper for hygienic reasons on baby things, she can identify shirts and bedding *without unwrapping them*, and can store them without fear of moths or soiling.

The Swiss Cleansing Company of Providence, Rhode Island, began to expand its use of plastic covering a year ago. Last April it went from the packaging of dress shirts and gloves to suits, shirts, dresses, ties, sweaters and blankets. Presently this plant is using seven different types of bags, from a 5-by-15-inch size for gloves to 72 inches for long gowns.

Most of the wraps at Swiss Cleansers in Providence are made of polyethylene "because it gives maximum transparency as well as the necessary durability." These bags are re-usable, a fact that is appreciated by customer and employee alike. Customers like them because "they are handy for many things" and the route salesmen like them because they can easily check to see exactly what is in each package.

A laundry in Tucson is another which delivers drycleaning in polyethylene garment bags. Admittedly costly, but sales have zoomed.

#### Various types

The polyethylene film is a transparent plastic film that is not affected by water. It is lightweight but durable. It can be heat sealed and is even sewable. It comes in a range of thicknesses.

The majority of cellophane wrap in use today provides varying degrees of moistureproofness and heat-seal strength.

Colored cellophane is made in both plain and moistureproof types. Laundryowners have used color for seasonal promotions, such as the orchid shade during Easter, green for St. Patrick's Day, red and green during Christmas, etc. Color is available in 300 gauge only, except on special order.

Acetate film is similar in appearance to cellophane but it has certain differences. It is very transparent, has a high luster, but is not moistureproof. Most plantowners prefer moisture-proof wrap for the greater protection it gives the customer's order.

#### Packaging hints

In most laundries packaging is done by hand. The basic materials needed are the transparent wrap and a simple sealing and/or folding device.

Heat-sealing cellophane is generally used because packages can be closed easily and quickly without glue or string. Some plants use a heat-sealer suspended on a movable arm that can be brought down on the package at the exact point where the overlaps meet.

Other operators use a lightweight, inexpensive hand-sealer. In cases where the touch-up girl handles the packaging, an ordinary hand iron can be used.

On items containing a high percentage of acetate, nylon, orlon or other fiber extremely sensitive to heat, transparent tape can be used for the sealing to prevent possible damage to the cloth. The low temperature required for sealing cellophane does not affect other fabrics.

#### Dimensions

Cellophane is available in both sheet and roll form. Wrapper size is determined by the use to which it is put by individual plants. Generally the size of the shirt board dictates the size of the sheet.

Figures I and II list the sizes being

used successfully for wrapping shirts and bulkier items, respectively.

**Figure I**

Size (diamond-shape sheets)	For board sizes
20 x 31 inches	8 x 12 inches
19 x 34 inches	8 x 14 inches
19 x 39 inches	8 x 16 inches
21 1/2 x 27 1/2 inches	9 x 10 inches
21 x 29 inches	9 x 11 inches
21 1/2 x 31 inches	9 x 12 inches
21 1/2 x 32 inches	9 x 13 inches

**Figure II**

Size (cellophane sheets)	For item listed
36 x 40 inches	heavy single blankets
36 x 48 inches	comforters or double blankets
40 x 50 inches	two single blankets

**NOTE:** In packaging bulky items, it is wise to have the operator press out the air before sealing; entrapped air would cause pressure on the seals when the packages are stacked. It is also helpful to leave a short section of the bottom seam unsealed.

Of interest to shirt packagers are wrapping tables which automatically center the shirts, bag holders equipped with a fan which blows the bag open and other such aids to facilitate folding and speed packaging.

#### Consensus of plantowners

The American public is more package-conscious now than ever before. Almost every type of merchandise is packaged especially for marketing, and smart and distinctive wraps have come to symbolize quality and cleanliness, as well as reliability of the product and the firm behind it. Because the garment is thusly exposed, quality becomes the rule and preinspection is mandatory.

The smoothness and appeal of a freshly laundered shirt are emphasized when the shirt arrives in a sparkling, transparent package, ready for wear or for convenient, safe storage. So much so that customers "leave the shirts right in the wrapping when preparing for a trip. The package is compact and the shirts stay clean, luxurious and glamorous."

Laundryowners in general agree that improvement is needed in dressing up their products to demonstrate and display quality work. It has been said that laundering itself is a glamorous name for washing dirty clothes.

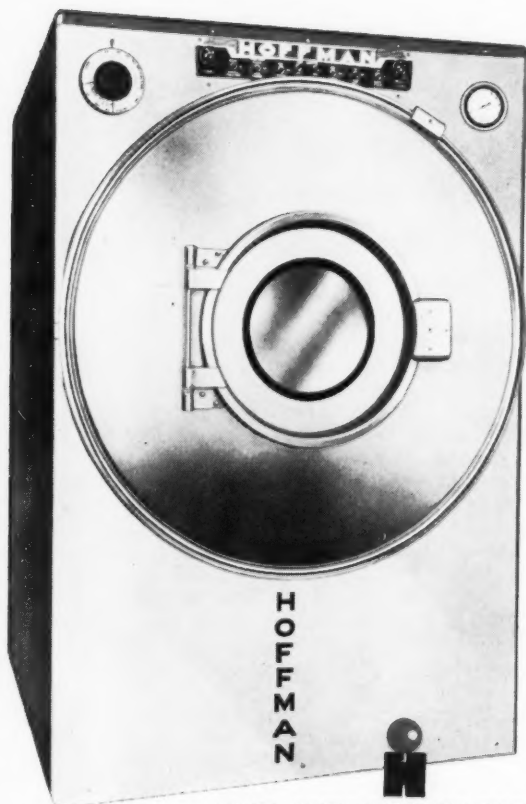
The question of how to give the industry added appeal has been answered by successful laundrymen. They are doing it through attractive packaging.

And the apparent trend is toward transparent packaging. □□



truly great

that's Hoffman's new  
"75" end-loading washer!



because it's fully automatic . . .  
because of its low operating costs . . .  
because of its unequalled performance . . .  
because of its B-I-G capacity . . .  
because it's engineered by Hoffman!

We showed the new Hoffman "75" end-loading washer to some plantowners to get opinions. What did they like about it? Everything!

- The fully automatic action, with manual over-ride which lets you stop, repeat or omit any stage in the formula
- The electrically operated drain valve, with electric solenoid that gives exceptionally long service
- The "eye-and-ear" signals that keep operator aware of the wash cycle's progress
- The large 18-inch diameter door
- The stainless steel shell, cylinder and cabinet, solidly braced on aircraft-type frame to avoid vibration
- The compact, easy-to-make-room-for design
- The massive capacity: 75 pound loads
- And best of all, the low, low running expense.

Better see your Hoffman distributor and get full details of this really GREAT new machine today.

**U.S. HOFFMAN MACHINERY CORP.** 105 FOURTH AVENUE, NEW YORK 3, N.Y.



**Finishing class** uses facilities of Peacock Cleaners "classroom" as manager Gene Pursiful looks on. Like other Association plants in the program, this one stayed open until 9:00 p.m. to accommodate trainees

## How To Get the Help You Need

Florida launderers use own training school  
to attract new employees to the industry

"OUR BIGGEST PROBLEM was to get experienced help in the drycleaning and especially the garment-finishing departments of our operation," says Edward "Ted" Hunt of Soft Water Laundry, St. Petersburg, Florida.

In almost any other field but laundering and cleaning you can get people who know their business. The building contractor isn't expected to teach the carpenters he hires. Nor does the builder teach his bricklayers how to do their work. The men he hires are fully capable of doing the jobs for which they apply, and he isn't interested in teaching green help.

In the St. Petersburg area experienced help is difficult if not impossible to get. After giving the idea some thought, Mr. Hunt believed that if the

industry were to obtain the services of good people, it would simply have to train them.

Spurred by their common needs, others agreed to his proposal that they open a school in which interested prospective workers could learn laundry and drycleaning procedures.

The first fourteen-week course was an instant success, and another was soon under way.

### Education Department cooperates

"We felt that it was the province of the State Department of Education to undertake the job of readying people for the laundry business, just as it does in vocational training for other kinds of work," said Mr. Hunt, who headed up the five-man committee designated

by the local Cleaners and Launderers Association to launch the school.

"Our vocational school authorities agreed to the idea if we could provide a sufficient enrollment. It was up to us to get the students and the teachers. We were to tell the teachers what we wanted taught, and the schools would teach them how to get it across."

The first class was to have its kickoff during the summer season, since Florida laundries work at top capacity during the winter when sun-seeking tourists invade this resort town.

To attract students an ad was placed in the local newspapers. It read: "Earn higher wages. Be a garment finisher. Evening classes will not interfere with your present occupation."

Applicants paid a dollar registration



**short cut to "Shirt-Happy"**  
**customers** *Clinton*<sup>®</sup> **supreme**

**ONE OF CLINTON'S "PETAL SMOOTH" LAUNDRY STARCHES**

Many laundries report they've not had a single shirt complaint since changing to Clinton's Supreme.

Clinton's Supreme is non-congealing . . . gives a flexible finish . . . and makes ironing easier. It gives you quick boiling and fast penetrating action. And your customers will be happy with the soft but crisp appearance and feel of their shirts.

Clinton's Supreme is scientifically formulated and laboratory tested for uniform quality. That's why it's always smooth — "like a spring breeze."

... and remember : technical service in connection  
 : with your specific problems is  
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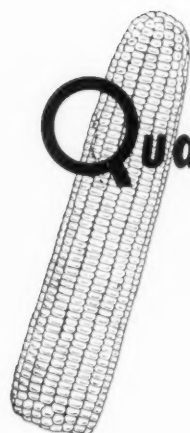
**Quality products**

FROM THE WORLD'S CORN CENTER



**CLINTON FOODS INC.**

*Corn Processing Division*  
 CLINTON, IOWA



fee, and the first class began, a trifle hesitantly.

One of the association's 25 members objected: "We'll have a lot of specialists on our hands." Another voiced: "How do we know these people will come to work for us after we spend our time and money training them?"

The first objector was silenced when the laundries agreed that it was fairly easy to extract a passable cleaning job from a worker, but that finishing is critical.

"We all had a shortage of finishers," said Mr. Hunt, "and with the tourist season just around the corner we'd all be in the same spot we were each year. This made-to-order trouble was recognized by everybody, and the association members hopped aboard the band-wagon." All applicants for training were screened as to the likelihood of their accepting employment when the courses were finished.

### Sources of students

Questioning of these people revealed that some of them had once been in the cleaning business as low-paid employees and quit because of small opportunity to learn in the plant the higher-paid operations.

After "altar-rations" and bearing children, many women who formerly worked in the industry sought to return to work but were appalled at the complexities posed by new materials and fabrics. They first felt the need of a refresher course before re-entering employment.

The school thus uncovered a goldmine of workers.

Elderly women who desired jobs as counter girls felt they required training on how to greet customers. "Obviously," said Mr. Hunt, who is superintendent of Soft Water Laundry's 75 employees, "you cannot advantageously take a rank newcomer from the street and place her immediately at the counter to receive prospective patrons. Such a person needs to know something about basic laundry operations and selling technique.

"Customers are always asking our salespeople about their work, or about deficiencies in the cleaning of their garments or what kind of a job the laundry will do on a treasured new garment.

"The counter girl doesn't know—neither does the routeman. And very often the customer doesn't know what kind of a job she'll get back from the laundry and whether it will be spoiled. Few laundry workers except administrative personnel know all the answers to customers' questions."

School work setup was designed to



Students of laundry school here learn basic laundering procedures. Ted Hunt (plaid shirt) was the originator of the Florida "school" idea adopted by St. Petersburg Cleaners and Launderers Association

remedy such deficiencies. Some of the very people already employed by association members were enrolled quickly. Some of them were routemen who wished the knowledge to answer customers' questions; others wanted to know more about fabrics, so they could say with certainty whether a particular garment ought to be laundered or drycleaned.

### Sources of teachers

Teachers received \$3.10 an hour, and were recruited on the basis of practical experience. One former plantowner came out of his retirement to accept part-time employment, because of a nostalgic yearning to "be at something he liked."

One experienced teacher was an artist in drycleaning finishing. Another conducted his classes at the very laundry where he was employed during the daytime. A number of association members permitted use of their plant facilities for the learners.

Half-way through the 14-week course, it was agreed to let the students accept employment, and pay them 50 percent of the normal salary for the job. If they continued classes, they received the full pay at the end of seven weeks. Only the first evening was spent in the vocational school. After that students were shunted to the member plants for instruction.

At first, there was no set figure on the number of students that might enroll in a class. (It is now felt that 10 is the ideal number.) As each class

grew in size, classes were split in two and diverted to other laundry establishments.

A student could take all the courses for the three-hour classes that ran twice weekly. Sales techniques involved six weeks' training, while drycleaning and spotting took 16 weeks.

Everybody in the classes is presently employed except two pupils who dropped out. The plan has been so successful that no more public notices are required, the applicants being recruited from the ranks of people who seek employment with the laundries that comprise the association.

"The laundry that finds it difficult to compete in the labor market because of inadequate help," says Hunt, "must take inexperienced people and train them in the important duties that comprise an efficient operation—from acceptance of the bundle by the routeman until its return to the customer.

"The routeman or the counter girl should be able to talk intelligently to the customer and tell how much more efficient the plant is in performing the needed services.

"It is becoming more and more essential today to *sell* laundry service, to convince the customer that your plant offers *more* for her cleaning dollar."

Expansion of the Association's training plan, and confidence in its value, is evident in present plans that contemplate the acquisition of a fully equipped but partially obsolete drycleaning plant in another vocational school. □□

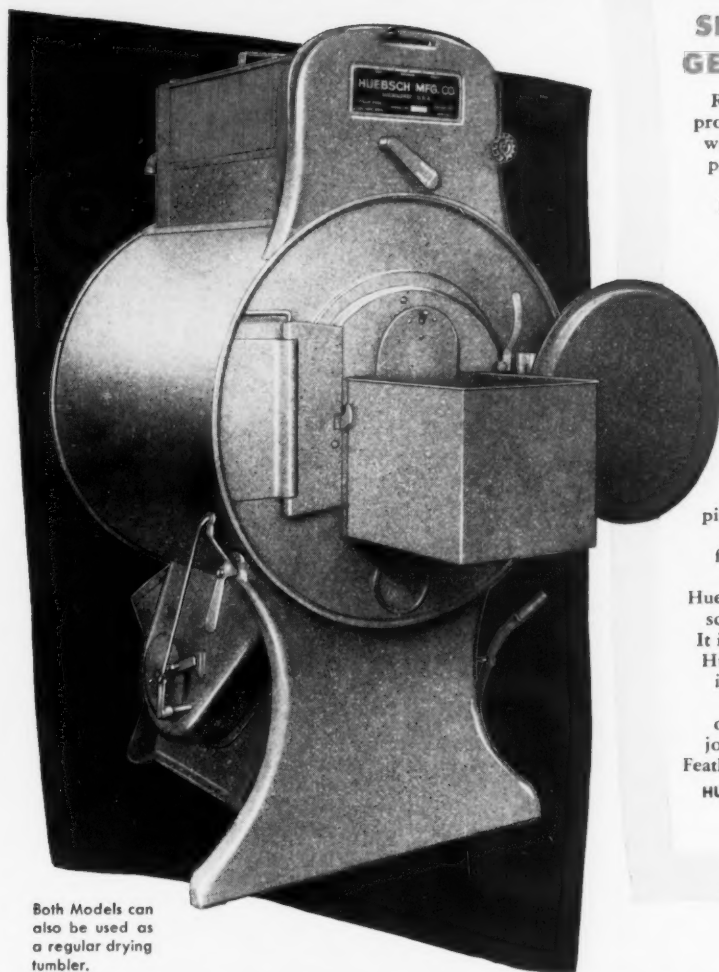


the one thing



she can't do at home!

# RENOVATE PILLOWS!



Both Models can also be used as a regular drying tumbler.

## **SELL OLD CUSTOMERS! GET NEW CUSTOMERS!**

Renovating pillows has become big, profitable business everywhere . . . and it will pay you to investigate its wonderful possibilities. One of the few laundry services a housewife can't perform at home, pillow renovating brings in *additional* business from regular customers . . . and gives you a splendid opportunity to acquire *new* customers!

## **FIND OUT WHY THE HUEBSCH WAY IS THE ACCEPTED WAY**

The proper way to renovate pillows (the method used by America's leading laundries) is to remove feathers and clean and revitalize them separately. This is best done in a Huebsch Feather Renovator, a machine scientifically designed for the purpose. It is a simple, easy-to-learn operation. Huebsch Feather Renovators come in two models. Both are low in original cost, and economical to operate. Ask your nearest Huebsch jobber for full details on Huebsch Feather Renovators, or write directly to

**HUEBSCH MANUFACTURING COMPANY**  
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# **HUEBSCH FEATHER RENOVATORS**

MADE BY THE WORLD'S LARGEST MANUFACTURER OF COMMERCIAL OPEN-END DRYING TUMBLERS



**Billboards** containing printed posters or painted bulletins are strategically located on nearly all of the nation's important highways and thoroughfares. The smaller firm has as much chance to sell his local market as does the big national advertiser

*Part IV in a Series on Supplementary Advertising*

## How To Reach a Moving Market

The nation's on wheels...and outdoor advertising is aimed to sell the consumer wherever he goes

By GERALD WHITMAN

OURS IS A NATION ON WHEELS. Advertising ingenuity being what it is, the commercial message has been adapted to confront the consumer wherever he goes—whether he's traveling in his own car, on a public conveyance or even on foot.

In a sense, outdoor advertising is

the most effective of all media because it has a more or less "captive" audience. Theoretically, a person wishing not to be exposed to advertising may forego reading newspapers and magazines, refuse to watch television or listen to the radio or throw away unopened any direct mail he receives.

But, put him out of doors and he can't very well shut his eyes.

This medium involves more than billboards. Cards on public conveyances are also an important part of outdoor advertising. Because the two should be treated differently, let's look first at billboards.

### BILLBOARDS

Although the popular name given to street and highway signs is billboards, there are two major types with which the average launderer and dry-cleaner should be concerned. One is the *printed poster* and the other is the *hand-painted bulletin*.

*Printed posters*, the most widely used form, means exactly that. The ad is reproduced on paper and pasted on wood or metal structures on highways and streets by outdoor-advertising companies. These ads are produced and pasted on the structures in individual sections or sheets. When

all the sheets are in place, the ad gives the appearance of one overall unit.

The standard size is the 24-sheet poster, measuring 12 by 25 feet. There are also 6-sheet, 3-sheet and 1-sheet posters. The 6-sheet poster is 6.1 by 12 feet, the 3-sheet poster 8.7 by 4.10 feet. The 1-sheet poster is approximately 30 by 46 inches and appears most frequently in metropolitan transit systems.

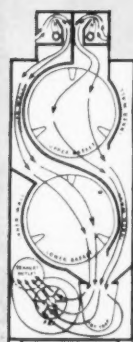
*Hand-painted bulletins* generally provide the same effect as printed posters but stand up better under outdoor weather conditions. They are used principally by smaller advertisers who don't want to invest in quantities of printed posters. These ads are ac-

tually painted by hand on the same type of structures used for printed posters, but can also be adapted for walls of buildings and similar backgrounds. A single hand-painted display will obviously cost more than a single printed poster but inasmuch as it enjoys a longer life and occupies preferred positions it is found practical for smaller advertisers.

Space for painted advertisements is usually contracted for a period of one to three years, but it is generally repainted with the same or different copy every few months. In some communities the same outdoor advertising company that produces printed post-

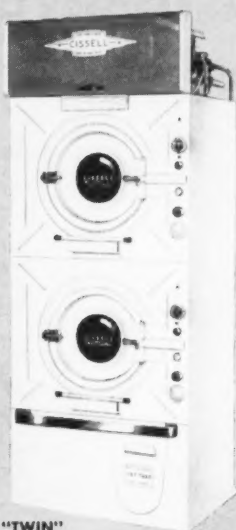
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# CISSELL

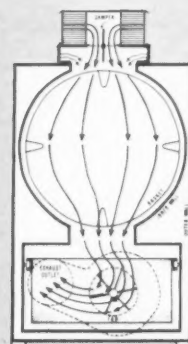


DOUBLE WALLS

DOUBLE BASKET "TWIN"



SINGLE BASKET



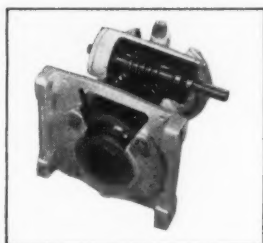
DOUBLE WALLS

36"x18"  
36"x30"  
42"x42"

## LAUNDRY TUMBLERS GAS-FIRED or STEAM-HEATED

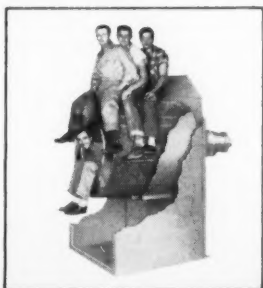
### CISSELL GEAR REDUCER

Cissell-built for precision control of each part. Equipped with Timken Tapered Roller Bearings. Gears and bearings operate in a bath of oil. QUIET, LONG-LIFE OPERATION. No chains or noisy moving parts.



### NO-SAG BASKET

Specially designed to withstand rough, day-after-day use. Extra large shaft. Constructed to permit quick removal of basket without disturbing drive or bearings. For access to basket, simply remove screws holding front panel . . . easy to reach even when tumblers are installed side-by-side.



### FEATURES YOU WANT ... AND NEED!

- Large volume of air for fast drying
- Full-width lint drawer on single basket tumblers
- Large slide drawer on "Twin"
- Each basket in Cissell "Twin" has its individual fan motor, basket motor, heating unit, and controls
- Single basket tumblers have separate fan and basket motors
- Simple maintenance

ALSO AVAILABLE: Cissell Drycleaning Tumblers: Single Basket 36"x18", 36"x30", 42"x42".

**W. M. CISSELL MFG. CO., INC.**

LOUISVILLE 1, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Distributors write Export Dept. — Cable Code "CISSELL".

*Consult Your Jobber*

# Why '56 Ford Trucks can bring new savings to your delivery work



Most efficient performers on any route—new '56 Ford Parcel Delivery units. Shown: P-350, new 8,000-lb. GVW.

## Cut operating costs with modern Short Stroke power!

All Ford Parcel Delivery units are equipped with the new 133-h.p. *Cost Cutter* Six engine—the only Short Stroke Six in any Parcel Delivery truck! This gas-saving, low-friction engine design gives you responsive power with the kind of operating economy needed for profitable multi-stop delivery work.

## Cut per-unit costs with up to 450-cu. ft. load capacity!

You get the *capacity* you need to plan longer, more efficient routes. Ford Parcel chassis take custom bodies with up to 450-cu. ft. loadspace. And they'll carry more *payload*, too. The P-350 model is now rated for 8,000 lbs. GVW; the P-500 for 15,000 lbs. New high-capacity tubeless tires are *standard*.

## Save time and work with Driverized forward controls!

Ford Parcels get the driver's vote! Their convenient controls, roomy working area and *low* step heights cut driver fatigue—*cut delivery time, too*. And now, *Fordomatic* Drive and power brakes are available at worth-while extra cost on *all* models . . . for still greater driving ease and time savings.

There's new *safety*, too: a deep-center Lifeguard steering wheel and driver-adjustable Orscheln hand brake (standard on P-500, low extra cost on P-350). For *all-around savings*, see your Ford Dealer!

## MORE money-saving features!

**Ready accessibility** of engine keeps service labor time and costs at a minimum.

**New 12-volt** electrical system with low cut-in generator for faster starts, better performance.

**Free-turn valves**, chrome-plated top rings, autothermic pistons and other long-life engineering features.

**Brake life increased** up to 33% with new, thicker brake linings (P-350). New bigger brakes (P-500).

**New tubeless tires** run cooler, give greater mileage, resist punctures and blowouts!

**Chassis-windshield** models offered in 104", 122" and 130" wheelbases for lower-cost body mounting.



*Another  
Whitehouse First*

**NEW**

# "DEX" TAPE

*All-dacron  
Outwears Nylon 2-1  
Yet Costs No More!*

What will new DEX flatwork ironer tape do for you?

It will save for you in many ways. You'll be amazed at its extremely low shrinkage and stretching.

It gives maximum heat resistance.

All of which adds up to this: all-dacron DEX outlasts nylon tape at least two to one! This means fewer "snapped" tapes; far less "down time" on ironers. AND new DEX tape costs no more than outmoded nylon.

Try it! Each 100 yard roll boxed individually for convenient storage. Ask your jobber.

**WHITEHOUSE NYLON PRODUCTS**

360 Furman Street, Brooklyn 1, New York

**"CONTINUED LEADERSHIP THROUGH CONSTANT RESEARCH"**



Different types and uses of billboards. Memphis promotes safe storage of clean garments. Criterion has elaborate printed poster featuring drive-in and discount theme. Minnehaha uses syndicated, low-cost printed poster with firm name superimposed

Continued from page 26  
ers will also paint displays, but in others a local artist or hand-letterer must be hired to do the job.

Just as the launderer and drycleaner can regulate the intensity of their advertising in other media, so can they regulate billboard coverage by specifying the size of "showing" they desire in any given market.

Except in small "one-panel" towns, outdoor poster boards are always purchased in a series representing the intensity of coverage in a particular market area. The number of miles of streets, density of the traffic and population of the market govern the location and number of boards necessary. Night-time traffic patterns indicate the number of illuminated boards

required. From this data the outdoor-advertising agency determines the number of displays or "showings" necessary for complete coverage of traffic flow to and from every section of the market area.

The showings are divided into various degrees of intensity and priced on the ratio of 100, 75, 50 and 25 intensities. The 100 showing is considered to be a complete showing, that is, a certain number of both illuminated and unilluminated boards sufficient to provide coverage and penetration throughout a given market area for the same advertising message during a 30-day period.

In Manhattan, for example, one major outdoor-advertising firm quotes the following rates for a population

coverage of close to two million: A 100 showing includes 10 regular and 30 illuminated posters at a cost of \$2,200 a month; a 75-showing intensity provides 8 regular and 22 illuminated posters for \$1,640; a 50 showing includes 5 regular and 15 illuminated for \$1,100, while a 25 showing means 2 regular and 8 illuminated posters at \$615.95 monthly.

Now compare these rates to those quoted for the Stamford, Conn., market which includes Stamford and Norwalk with a population of 126,895. Here a 100 showing includes six regular and six illuminated posters at \$420 a month; a 75 showing provides five of each for \$350; a 50 showing means three and three at \$210, and a 25 showing offers two of each for \$154 per month.

What type of showing intensity should the launderer and drycleaner use? Obviously, this is a question that can be answered only by the individual. It depends entirely on the size of his potential market, the rates in his area and the size of his advertising budget.

Contracts for poster space may be arranged on the basis of from one month to several years but in most areas little space is available for periods shorter than six months or a year. Fresh posters are placed on the boards every 30 days with or without change of copy, as desired.

Sources of supply for posters depend upon the size of the campaign and the amount of money the launderer or drycleaner can afford to spend. Where the showing is rather limited, it may be advisable to purchase syndicated material which poster manufacturers have prepared for various classifications of businesses. In these cases, preparation amounts to little more than imprinting the advertiser's firm name on a ready-made poster.

Posters specifically designed for an individual launderer or drycleaner permit a better display of the firm name, telephone number, slogan or trademark. The outdoor-advertising companies will advise prospective advertisers as to sources through which art services or printing may be obtained. Some provide free copy sketches. Cost of posters varies with the complexity of the design, number of colors and the quantity ordered. For small quantities of from 15 or 20 to 100, prices range from \$5 each to about \$12 or \$15 apiece.

Painted displays are sold on an individual basis. In metropolitan areas these advertisements occupy what are known as "preferred positions;" that is, locations on an unusually heavy-traffic intersection, in the heart of a

# Here's How You Can Meet Those Increased Labor Costs-

## Pocock's Corner

As I mentioned in a previous article, the return system might be the unsuspected cause of steam pressure loss at the ironer. This is the one pipeline that is most neglected and seldom, if ever, cleaned out. Often additional machines are tied in without consideration for the equipment already installed.



This may lead to ironer troubles that are blamed on what were once well operated traps. To insure efficient operation and full flow of steam, it is necessary to install more than one trap, one for each chest—and I mean this, contrary to the advice of anyone else.

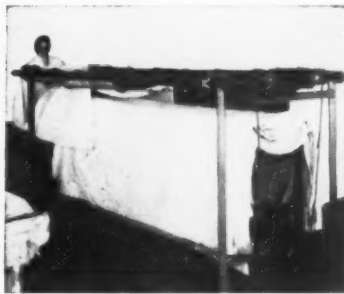
How else would it be possible for a laundryman of my acquaintance to produce 18 sheets (63 x 99) per minute, 8 hours a day, on an old streamline ironer with steam at 110 pounds at the ironer, running 100 feet per minute, if that ironer were not so trapped that the condensate could not have been removed FAST? It would have been impossible for this particular laundry owner to have accepted this great volume of work.

We shall now leave the subject of pressure loss and next month discuss another ironer operation problem.

M. A. Pocock

If yours is a laundry handling 1,200 or more sheets and spreads per day, you'll be interested in this plan by which you can cut labor costs, cut labor turnover, simplify a hard hand labor job and provide a smooth, continuous flow of work to the ironers so that production is greatly speeded up.

It's the world-known SAGER SPREADER that accomplishes this miracle of increased production and profits. SAGER SPREADERS are doing it in laundries all over the world. In every laundry that uses the famous SAGER "B" SPREADER, one operator easily performs the work formerly done by two or more hand shakers, in many laundries, of three or more.



View of Sager "B" Spreader. Handles 1200 to 3000 sheets and spreads per day

The SAGER helps solve your labor turnover because SAGER operators like their work — they stay on the job. The reason is that SAGER SPREADERS make what was a tough hand labor job an easy job.

No, SAGER SPREADERS are not beyond your means. If yours is a production laundry, you will quickly see that you cannot afford to be without a SAGER. There is nothing that will take its place in

speeding up ironer production. It will quickly pay for itself in saving of labor and faster ironer production.

With the SAGER "B" your ironer can handle up to 3,000 sheets and spreads per day. Above that capacity you probably need a SAGER "A", which handles up to 6,000 sheets per day. The SAGER "B" comes complete with 3 racks, each rack holding up to 70 to 80 sheets. It is mobile and presents no installation problem. Just move it to location, plug in the 1/4 H.P. motor and start making substantial payroll savings and getting higher production.



Write today for full information about the spreader which suits your needs, and get the names of laundries over the world which have reduced their ironing costs from 40% to 60% by the use of these machines.

### M. A. Pocock

Dept. 46,  
1236 Central Ave., N. E.  
Minneapolis 13, Minnesota

Please send us full facts about your labor-saving Sager Spreaders.

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

shopping center or near a principal avenue leading to a high-buying-power residential neighborhood. A painted board in a preferred position may command a circulation which can be equalled only by the use of several 24-sheet posters.

Art, copy and appeal are the most important factors determining success or failure. *Remember that traffic goes by at a pretty good clip.* People in cars, busses and street cars haven't the time to digest long messages. You will get best results from a layout that quickly stamps the name of your firm and message on the minds of passersby. *Selling is the main goal of your outdoor display.*

The following rules are based on years of research and testing:

1. Present only *one* idea at a time. Bring that idea into sharpest possible focus.

2. You are limited to a *few words*. Of the 60 most successful posters featured last year, copy averaged only 3.1 words.

3. Suggestive, life-like illustrations of *people* result in higher-than-average observation and remembrance ratings. However, use only one human figure. Two human figures invariably lower the efficiency of the board.

4. The ad must have an *optical center* where the eye can start reading naturally.

5. The relationship between the copy and illustration must be immediate and clear. The illustration should be *directly related* to laundry or dry-cleaning and the sales message.

6. Copy and illustration must be *crystal clear* in meaning even to the less educated person.

7. Use *showmanship*. Make up your mind which element is to be the star of your ad, then give it all the breaks—size, color and contrast.

8. *Feature the name of your firm clearly.* Your company name should be as close as possible to the left of the slogan or copy. The words get progressively harder to read the farther they are to the right of the message. Company name and whole sentences are better seen if the company name is distinctive in size, color or shape from the other words. However, if the difference is too great, both company name and the copy are harder to to read. A square, circle or other art line of the same color surrounding the firm name cuts down legibility. But lines, arrows and curves—in a different color from the words—pull attention to the one word and to the whole sentence.

9. *Tie-in* your outdoor advertising with your current advertising.

10. Insist that the boards be kept *clean and attractive*.



**Car cards** reach large audience. Transit vehicles carry average of 17,000 passengers a month. Average ride is 25 minutes

## CAR CARDS

Transit advertising includes "car cards" placed inside busses, street cars and subway cars; "traveling displays" mounted on the outside of the public conveyance, and the new "traffic spectaculars" mounted or painted on the outside of busses.

Car-card advertising is available in every city in the United States important enough to support a transit system.

Practically every city dweller uses public transport at one time or another. The Continuing Study of Transportation Advertising, conducted since 1943 by the Advertising Research Foundation, shows that eight out of every ten adults, 15 years of age or

over, are riders. One of the chief advantages of transit advertising is its continuous exposure to large numbers of people.

The average transit vehicle carries approximately 17,000 passengers per month. The average ride is 25 minutes, giving the rider ample time to read and retain the messages.

Competition is limited in car-card advertising because there is a physical limitation to the number of ads that may be placed in any transit vehicle, and the use of standard sizes permits even the smaller advertiser to compete successfully with nationally advertised brands.

Rates are quoted on quarter-run (a card in one-fourth of the vehicles), half-run (a card in half the vehicles) and full-run (a card in every vehicle). Tests have shown that you can get

*Continued on page 35*



Shirts finished by Hinchey's look better

**HINCHEY'S**  
Launderers & Dry Cleaners

Excellent use of car cards is shown in these examples, combining good layout, attractive illustration and short, punchy message





**No one is  
quite as  
responsible  
as the Man  
from the Factory...**

*You can expect more from...*

**A**merican





## *Your nearby American representative is always a Man from the Factory*

Through him, you can get expert help with production problems, prompt service for your machines, professional assistance in training machine operators, helpful financing for expansions and improvements in your business. Every day, he sees how others solve problems like yours. He is a valuable contact with your industry, a source of news and information.

Through him you have direct access to the most complete line in the business. One source to fill your every equipment need. One responsibility for the continuing fine performance of your machines. He is always close at hand. In 46 communities your American representative is located within minutes of your plant.

His first responsibility is to serve you. You can expect more of him, because he is the man from the factory.

*You can expect more from...*

**American**

The American Laundry Machinery Company, Cincinnati 12, Ohio



Continued from page 32

the most readership for your dollar by using the *quarter-run*. Thus, you buy the most laundry and drycleaning customers at the least cost per head.

Standard size cards are 11 inches in width by 14, 21, 28, 42 or 84 inches in length. The standard 11-by-28-inch card is the least costly size. Should car cards bring in business, consider a larger display during the peak of the season. Fine results have been achieved with giant-size cards.

Car cards should be changed every third month. This is the time when the balance-point between new readers and cumulative impact on old readers is reached. After three months the number of new readers gained is low. People who have seen the ad several times are tiring of it.

Use your cards to *sell*, not just to display. A car card is not a miniature billboard that must be read in a few seconds. The average rider who spends 25 minutes in the vehicle reads your card at his leisure.

A card with 36 to 50 words (including headline) is better than longer copy, and somewhat better than shorter copy. You can get up to 200 words on a car card, but your card will be read by fewer people. Write your copy in normal style as there's no need to be subtle in car-card advertising. It has also been found that *straight copy* sells better than humor and comic strips.

#### What about headlines?

Cards *with* a headline attract more readers than those without. A headline in question form seems to pull better than a statement or claim, particularly when it's written around a specific benefit. A headline like, "Want Fast, Economical Laundry Service?" sells all by itself. Or, "How Clean Are Your Shirts?" is a better car card headline than "Use Our Shirt Service."

Print the headline in black or red or in two colors. Two colors increase readership, it has been shown. Don't use colors like yellow, brown or blue—they are read less than black by women.

Place your headline at the *bottom* of the card, not the top, because the card is above the heads of the readers. Place your subhead at the top and your headline or slogan at the bottom.

It's easy to avail yourself of this effective medium. In all urban markets sales offices may be located through the classified directory, usually listed under Advertising-Transportation, or through the local transportation company representative. □□

#### HOW MACHINE TYING SERVES BUSINESS and INDUSTRY



### "Bunn Tying Machines for efficient operation..."

says C. T. McClymonds of Abbott Linen Supply

"We use the 'bundle system'," reports Mr. McClymonds, Plant Manager of this Cincinnati, Ohio firm, "and find that our Bunn Tying Machines are as important to us as the paper to wrap the bundles. Tying with twine on these machines is a great labor saver and far more efficient than using gummed tape or other materials. We like Bunn Machines and couldn't operate economically without them."

Both hands of the Bunn Machine operator are free at all times... unwieldy bundles can be held together easily until tied. The operator simply steps on the treadle and... in less than 2 seconds... a bundle, shirt box or stack of flat-work is neatly twine-tied. Never too tight or too loose. Beginners immediately do as much work as 5 to 10 experienced hand tyers. Simple, fatigue-less operation cuts down labor turnover... ideal for women operators.

# BUNN

PACKAGE  
TYING  
MACHINES  
Since 1907



#### GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

B. H. BUNN CO., Dept. 5L-46

7605 Vincennes Ave.  
Chicago 20, Illinois

MAIL COUPON NOW FOR MORE FACTS

B. H. BUNN CO., Dept. 5L-46

7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.
- ☐ Please have a Bunn Tying Engineer contact me.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

607



Fifth addition to Metropolitan Laundry is modern call office at right. Office features shadow-box window to promote seasonal specials, is fronted by paved area for off-the-street parking. Modernized office increased cash-and-carry volume extra \$400 per week

## Who Says the Industry Is Sick?

Salt Lake City plant started from scratch in 1947;  
today it's doing close to a quarter million per year

BUSINESS IS BOOMING for Earl Draney's Metropolitan Laundry in Salt Lake City, Utah, principally because management has been wise enough to seize its opportunities.

Mr. Draney started the laundry soon after his release from service in 1947. Starting from scratch, he built the business into one that now does nearly \$250,000 annually.

One reason for this growth is that management went out to get work from every source. According to Mr. Draney about 38 percent of the volume handled is commercial work, 18 percent drycleaning and a substantial 44 percent is in family-bundle service.

The drycleaning department has shown impressive growth. In its second year of operation it tripled its first year's volume. Since the firm employs no advertising, other than bundle inserts, this increase is attributed to route solicitation and word-of-mouth recommendation by satisfied customers.

While the bulk of Metropolitan's business is brought in by its fleet of nine trucks, there was good reason to play up the cash-and-carry operation. When the plant was first started, it was well off the beaten path. Now the street it fronts on will soon become a connecting artery between two of Salt Lake City's busiest thoroughfares.

With its latest expansion, the plant can now boast of a 100-foot frontage with ample off-the-street parking fa-

By LOU BELLEW

cilities. A new big "revolving" neon sign atop a tall steel shaft in front of the plant has done much to attract the passerby. And a big "shadow box" display at one side of the call office entrance is kept artistically decorated according to seasons as an added attraction.

The interior of the new call office is done in natural birch paneling, glued and nailed to a plywood backing. The effect is striking. Acoustic tile is used for the ceiling both for its sound-deadening qualities and clean appearance.

The call office is separated from the sorting department to the left of the main entrance by a pane of plate glass, through which the customer can watch the white-uniformed checkers sorting laundry into the long rack of bins. The whole place is as neat as a pin and worth showing off.

But the proof of the pudding is in the eating. And it can happily be reported that the new call office, completed in February of 1955, has been credited with jumping the over-the-counter business from \$300 per week to its present \$700 weekly.

No, sir! You can't sell Earl Draney on the idea that the laundry business doesn't have much of a future. □□



Call office is separated from sorting department by 8-foot-square glass panel. Low shelf at end of counter facilitates handling heavy soiled bundles. Vertical rack by cash register holds ready cards showing location of orders in storage area behind partition





**THE SAME SUPERIOR WASHING POWER**  
IN EVERY GRAIN... EVERY SCOOP

**WASHING POWER IS UNIFORM** because PRIME SOAP is homogenized and the soap and builder cannot separate. There is always the right amount of soap and builder for all conditions... never too much, never too little.

**JUST SPRINKLE ENOUGH PRIME SOAP** into machine to make a suds and you'll get perfect washes every time.

**FOR UNIFORM QUALITY** use a product which is always uniform.

Order a supply from your distributor today

**BEACH SOAP COMPANY**

LAWRENCE, MASS.

128 Years Continuous Progress in Manufacturing Fine Soap Products

# NOW! A New, Greater Capacity L



**Over 200  
Lbs./Hr.  
Capacity\***

**Perchlor  
2-Bath  
Single-Bath**

★ **Exclusive  
*Diverti-Flo***

★ **Automatic Air Controls**

★ **"No-Surge-Over" 75 GPH Still**

★ **Separate Extract and Wash Drives**

★ **Manitowoc-Olson 3000 GPH Tubular Filters**

★ **160 to 220 lbs./hr. capacity** ★ **Twin-Disc Hydro-Sheave® Drive**

Here it is! A great, new, larger capacity Maniowoc with all the famous, exclusive features that have made Maniowoc the leader in the industry, plus many new advances in engineering design that are yours **ONLY** in Maniowoc.

This new 70-lb. capacity Maniowoc dry cleaning unit produces the highest quality cleaning possible with modern 2-bath design — will help make any dry cleaning venture a profitable operation. Greater capacity, coupled with the many benefits of this specially-designed 2-bath system also make it an ideal replacement machine for older, worn out equipment.

In addition to the exclusive features illustrated, this unit has Marlow self-priming centrifugal pumps; simplified operation with fully automatic air controls; separate wash and extract drives for greater efficiency; two high efficiency, super-speed 36" x 30" recovery tumblers; simple cleaning with Maniowoc-Olson Tubular Filters — no mechanical problems with 4-way valve for easy backwash; single-bath systems available if desired with easy conversion to 2-bath later; fool-proof safety protection to meet all codes and regulations and many other outstanding advantages that guarantee the finest quality cleaning you've ever had.

\* with 2 35-lb. recovery tumblers.

\*\* Pat. Pending

**Plus these famous  
outstanding features!**

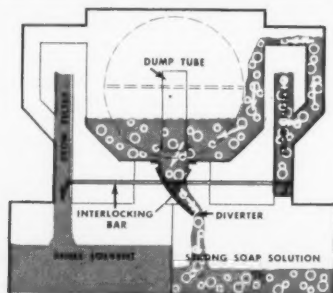
- ★ **Exclusively designed 2-bath operation**
- ★ **Divided solvent storage tank**
- ★ **Marlow self-priming centrifugal pumps**
- ★ **Clean, compact design**

## **"No-Surge-Over" Still**

*Patented features of new Maniowoc 75 GPH Still eliminates surging and foaming-over — prevents contamination of distilled solvent. Only Maniowoc can assure elimination of the long-unsolved "surging-over" problem.*

# y Low Cost Manitowoc

**Finest quality dry cleaning with these exclusive Manitowoc advantages!**



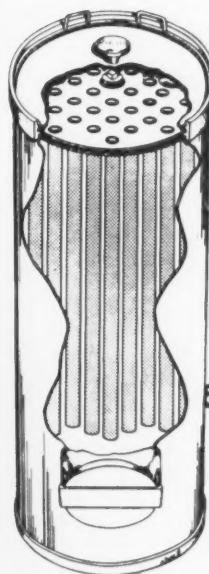
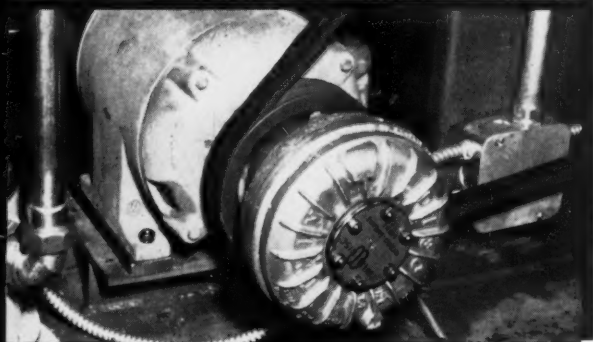
## Exclusive *Diverti-Flo*<sup>™</sup> for True 2-Bath operation

No solvent intermix with famous Diverti-Flo interlocked control — obsoletes all other 2-bath systems!

Fool-proof diverter positively seals off rinse solvent from soap flow during washing. Flow of soap is then sealed off during rinse cycle. No sticky valves or trapped solvent to contaminate either the wash or rinse solutions.

## Twin-Disc Hydro-Sheave<sup>®</sup> Drive

Extract motor drives through fluid coupling instead of clutch — provides smooth, fast, shock-proof acceleration similar to the most modern automotive automatic transmissions. Eliminates shock loads — prevents overloading on motor and machinery — eliminates peak electrical loads — reduces maintenance costs and downtime.



## 3000 GPH Manitowoc-Olson Tubular Filters

No pressure build-up with famous Manitowoc-Olson tubular filters. Finest Monel metal tubes greatly increase filtering area. Easy, positive backwash — handy cleanout door — muck dryer included. Positive tubular filter action substantially adds to solvent "mileage".

**Manitowoc**  
A Complete Line of Synthetic and Petroleum DRY CLEANING SYSTEMS

*Perchlor  
140°F-105°F*



**MANITOWOC ENGINEERING CORP.**  
510-16th Street Manitowoc, Wis.

Send more information on:

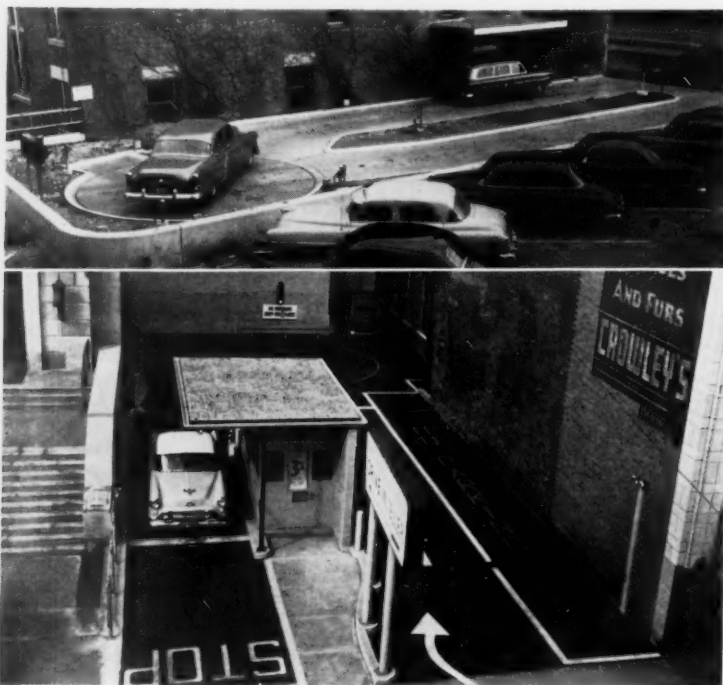
- ☐ New 160 to 220 lbs./hr. 2-bath Perchlor unit  
90 to 120 lbs./hr. units
- ☐ Synthetic ☐ Petroleum ☐ Single-bath units
- ☐ Tumblers ☐ Stills

Name.....

Company.....

Street Address.....

City..... Zone..... State.....



**Turntable drive-ins** have two basic layouts depending on the normal flow of street traffic. In either case the attendant's station fronts on the exit lane. Turntables are activated by either automatic or manual controls. Bank installations shown here are at Waterbury and New Haven, Connecticut

## Small Lot + Turntable = Drive-In

Positioning platform makes it easier for motorists to conduct their business in crowded city centers

THE TRAFFIC PROBLEM grows more acute each day. Merchants in downtown business districts are at the mercy of City Councils, who push through one-way streets and establish no-parking zones with what appears to be almost carefree abandon. Each move seems to discourage the motorist consumer from going into the city. Small wonder suburban shopping centers have experienced such tremendous growth.

Some city laundries have lots adjoining their plants which they would like to put at the public's disposal. But these may be too narrow to serve any helpful purpose.

One possible solution, which several banking firms have successfully

employed, is the "Turntable Drive-In." Where space is limited, a turntable at one end of the lot positions the cars for an easy exit. The business is transacted through a drive-in window.

A bank in Waterbury, Connecticut, served 55,000 patrons in this manner in the course of a year. During one peak day 353 cars checked through the drive-in with the average transaction consuming 76 seconds.

The turntable drive-in can be installed in a lot that has as little as a 25-foot front. To be most practical the lot depth should be not less than 50 feet. This forestalls the possibility of traffic pile-ups during busy periods.

The fully automatic turntable is

controlled by a set of photoelectric eyes. Two of them peer across the turntable and a third across the exit drive.

The motorist takes his cue from a traffic light at the far end of the entrance lane. As he enters, the light is green indicating that all is clear ahead.

As he drives onto the turntable and breaks the first light beam, the traffic signal turns from green to yellow. He proceeds cautiously driving straight ahead until the whole car is on the turntable. When the car is properly positioned, it breaks a second light beam which causes the traffic light to turn red. This means "stop." The turntable will not operate unless both light beams remain broken.

About 3 seconds after the red light goes on, the table begins to turn. The degree of rotation is predetermined. It stops automatically when the arc is completed and the car lined up with the exit lane.

The motorist drives off the turntable and proceeds to the drive-in window to conduct his business. On the way, he breaks a third light beam which resets the control circuit so that the turntable will rotate again as soon as he's clear of it. This is a safety feature. The table will not turn until the third beam is broken.

The turntable can also be controlled manually. A push-button panel at the drive-in window gives the operator control over the table's movement—forward, reverse and stop. (The automatic setup would seem to be less troublesome and less expensive in the long run, but an auxiliary manual control is helpful in emergency situations and can be used on a full-time basis.) The panel also records the number of cars using the drive-in facilities.

### What it costs

A turntable drive-in can cost almost any amount you want to spend for it. It all depends on how elaborate and automatic you want to make it.

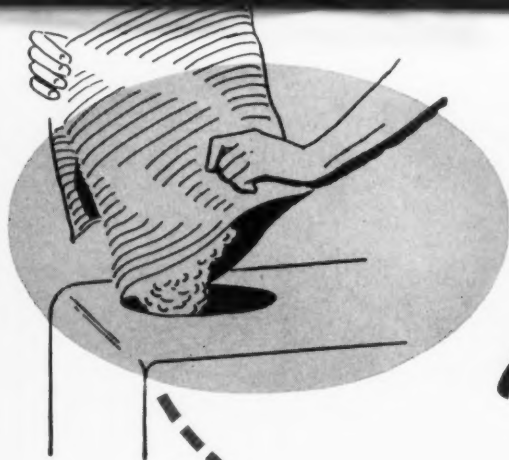
The standard turntable diameter recommended for such installations is 22 feet. A manually controlled table this size can be obtained at from \$4,500 to \$5,000. And a fully automatic one costs about twice as much.

Approximately 50 percent should be added to this sum to cover the cost of installation. This would cover concrete work (the table requires a pit foundation 17 inches deep) and necessary electrical work. Paving, planting and window construction would be extra.

A very modest installation of this type with manual controls would run around \$10,000.

Readers may obtain the manufacturer's address on request. □□





operator dumps in  
feathers . . .

# *Pil-O-Bar* *Automatically*

CLEANS • FLUFFS • DEODORIZES  
PILLOW IN **MINUTES\***

High speed impellers feed the feathers into the wheel. Here feathers are further fluffed and dust is removed. Ozone and ultra-violet rays make them sweet smelling and clean. Feathers are automatically drawn into new tick at the end of the cycle. Timer shuts off fan motor — automatically sets Pil-O-Bar for next load.

operator removes tick  
full of clean feathers

**\*Time cycle adjustable**

The timing cycle can be set for any  
period up to 5 minutes.



STAINLESS STEEL CONSTRUCTION

## *Pil-O-Bar* PILLOW SANITIZER

WICHITA PRECISION TOOL CO., INC.

450 N. Seneca  
Wichita, Kansas

# Added profits at moth-proofing time...

## treat blankets with Pennsalt

# Erustocide

Don't overlook this extra profit opportunity! Now's the time to remind your customers to let you protect their woolen blankets against moths before putting them away for the summer.

For this important job use famous Pennsalt ERUSTOCIDE®, the quick-dissolving, non-fuming sour that helps woolen blankets repel moths effectively all season long, until the next washing. Blankets come

out fluffy, sweet-smelling, *a real credit to your plant.*

You know Erustocide, and use it all year long to set colors and obtain softer, fluffier fabrics. Now, put Erustocide to work for you to increase profits on blankets. It's easy to treat blankets for moth-repellency the Erustocide way.

**Ask your Pennsalt Laundry and Dry Cleaning Distributor** for the folder describing moth-

repellency protection and other uses for Erustocide. Or write Laundry and Dry Cleaning Dept. 280, Pennsylvania Salt Manufacturing Company, Three Penn Center Plaza, Philadelphia 2, Pa.

#### OTHER USES FOR ERUSTOCIDE

- For setting colors
- For low-temperature (90°) washing
- For improving ironing of flat work
- For souring hand-washed fugitives
- For complete acid wash of extreme fugitives



**"RUSTY the MOTH"**  
MERCHANDISING AIDS HELP YOU  
INCREASE BLANKET BUSINESS

This great new package will spark your sales of moth-prevention treatment with Erustocide. It includes actual displays for your drivers' use, "RUSTY THE MOTH" counter stands, drivers' buttons, bundle inserts, etc.—everything you need to stir up excitement about this profitable special service. Ask your Pennsalt distributor or write for the full story!



**Pennsalt  
Chemicals**

**FROM FIBER ... TO FABRIC ...  
TO LAUNDERING—  
Pennsalt has the know-how!**

Technical service and products for  
Laundries                      Dye Houses  
Dry Cleaners                  Bleacheries  
Institutions                  Finishing Plants  
Textile Mills



April 15, 1956

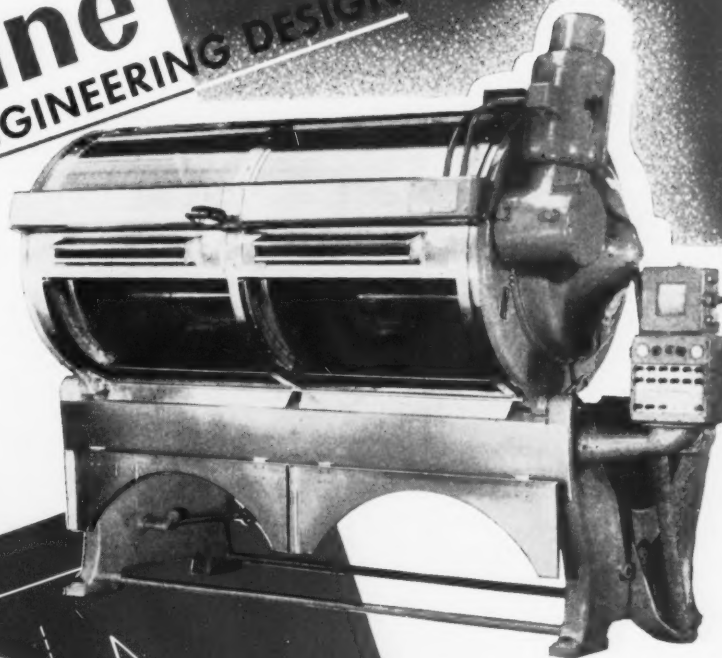




# Choose the **ELLIS Line** FOR MODERN ENGINEERING DESIGN

## STANDARD AND UNLOADING TYPE ELLIS WASHERS

Hydraulically lifted and pneumatically operated throughout the washing cycle.  
CONTROLS: Manual, Semi-Automatic, or Full Automatic Type.



### SIZES AVAILABLE

#### Standard Washers

42 x 36	42 x 96
42 x 54	60 x 96
42 x 72	60 x 108
42 x 84	60 x 120

#### Unloading Type

42 x 42	54 x 96
42 x 72	54 x 108
42 x 84	60 x 84
42 x 96	60 x 96
54 x 84	60 x 120

### STANDARD SIZES

Undersuspended:  
20" - 26"  
30" - 40" - 48"  
Unloading Type:  
50" - 54" - 60"



### ELLIS UNLOADING EXTRACTOR

Pneumatic Control  
Flexible Suspension  
Split Type Baskets  
Automatic Curb

ELLIS engineers are experts in modern washroom operating methods. They are qualified by experience to plan your production line and to furnish proper equipment for handling your class of work. Whether your capacity requirements are large or small, you can profit by the high-level efficiency of Ellis equipment—with a single machine or a series of coordinated units with central supply system that automatically delivers all washing supplies directly to the individual machines.

Write for further details

**The ELLIS DRIER Co.**

2444 NORTH CRAWFORD AVENUE

**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

### REPAIR PARTS

We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company.



Before (top) and after photos show how alteration of traffic pattern made it easier and faster to use this plant's drive-in facilities. The plant is believed to be the only one in Long Beach area employing carhops

## Faster Drive-In Service

California plant solves traffic problem,  
boosts sales volume by revamping setup

A NEW SYSTEM has speeded flow of work in and out of the Foasberg Laundry & Cleaners plant in Long Beach, California, to a point where an additional 25 percent in volume can be handled with ease.

Opened late in December, 1946, Foasberg Laundry & Cleaners, through a policy of fast service and good work, has enjoyed a steady growth until at present the over-the-counter volume is close to \$4,000 per week.

The capacity of this drive-in plant, operating without routes, was largely determined by customers' driving habits. Traffic jams, caused by customers parking with complete disregard for accepted traffic patterns, recently made it quite apparent that the vaunted "speedy service" aspect of the drive-in would soon be a thing of the past.

By LOU BELLEW

According to Jim Foasberg, the carhop idea seemed the best answer for getting the motoring public in and out of the drive-in with the least confusion and shortening the time necessary for the transaction of business. However, it was first necessary to review the circumstances with great care. Many things contribute to the success or failure of any change from accepted routine, especially where the public is concerned.

1. The first step was to review the office procedure step-by-step since smooth workflow in and out of the plant would play a big part in its success. For the past two years customers have been assigned numbers instead of letters for their mark on

garments. The first time a customer comes in she is assigned a file number that goes on a file card along with her name. After the fourth business transaction this information goes on a permanent file card and the numbers are used as both laundry and drycleaning marks.

Invisible markings are used on laundry, and the bundle contents are recorded by machine at the same time on the back of the "jumbo" sized ticket. Tickets then go to the office for pricing on the "roll-type" tickets. After pricing the tickets are "rolled," which means the total amount is printed on the business side of the ticket in two places—on the top stub which is the office record and on the bottom stub which goes out with the bundle along with the remainder of the ticket.

The "record-of-sales," called a

# SHOULD I INSTALL A COOLING SYSTEM IN MY PLANT

## IF SO, WHY AND WHAT TYPE?

*IF* production falls off, *IF* employees complain or leave your plant, *IF* claims increase in hot weather. If any of these things are happening to you, you owe it to yourself to investigate.

### THIS IS WHAT THESE PLANTS SAY:

Ed Osborn of Swiss Laundry & Drycleaning in Louisville, Ky., says, "Our volume this summer (1955) is something like 10% above last year and we are finishing approximately an hour sooner each day."

Spalding Laundry & Drycleaning in Louisville, Ky. (Dec. 11, 1954) says, "We are very pleased with the spot cooling system we installed this past spring. The employees are much happier with their own ventilator, and it has worked out extremely well this past hot summer. We find that by bringing the air through cool water we can reduce the temperature of the incoming air about 10 degrees." (Since this letter, this plant has added two more systems and is now completely air cooled.)

Troy Laundry and Drycleaning of Port Huron, Michigan, says, "We cool our plant the year around with our new spot cooling system. It enables us to be better able to keep valuable and experienced employees and improves our chances for more production. In the shirt department, where extreme heat problem was more acute, production was higher than it has ever been."

You may well ask yourself first, which type of cooling should I install? This will depend entirely on the degree of efficiency you desire, the size of your plant, and the amount of money which you propose to budget for such a project.

Due to extreme conditions both winter and summer in laundries and drycleaning plants a proper cooling system (like a suit of clothes for an odd-build man) should be tailored to meet your needs and the particular problem in your plant. There are no two plants that have identical problems.

There are two types of forced ventilation for plants. One is known as "area" cooling. This type of system endeavors to lower the temperature over the entire room being served. This is ideal for the very small plants which have no more than 8 to 10 work stations and where the added cost of fuel to maintain efficient

operating temperatures on the equipment is not a great factor. The second advantage of this type system is the cost of installation and equipment. It is purchased as a stock item and installation is usually made by the plant maintenance crew or contracted with some local concern to install.

### The disadvantages to area cooling are:

1. No individual control.
2. It naturally cools down equipment to some degree.
3. It is not engineered to the individual need of the plant.

The second type of ventilation is "spot" cooling. This system, as manufactured by Eure and Co. of Edgewater, Maryland, was designed at the insistence of people who are vitally interested in all problems pertaining to the laundry and drycleaning industry.

The idea of "spot" cooling is to cool the individual employee rather than blanket-cool the entire plant. To accomplish this type of cooling, fresh evaporative cooled air is brought in through means of high pressure main conduits to smaller branch conduits that terminate at the work stations being served. Each employee, by the use of a positive cut-off valve and an adjustable nozzle, is able to fully control the volume of air desired and the direction of air flow.

"Spot" cooling supplies a pre-determined volume of fresh evaporative cooled outside air delivered in quantities ranging from 275 to 450 CFM, velocities ranging from 2500 to 3500 feet per minute at each work station.

"Spot" cooling is adaptable for year round ventilation. It is equally efficient if one or all outlets are open or closed. A "spot" cooling system also takes into consideration the addition of new equipment or the rearrangement of equipment being used in the plant at the present time. It is absolutely necessary in a system of this particular type that it be engineered to cope with the heat problems in each individual plant.

### The advantages of a spot cooling system are:

1. Designed strictly for the individual problem of your plant.
2. Fully controlled by the employee.
3. Flexibility of the system.

### The disadvantage is:

1. Too expensive for very small plants.

WRITE OR PHONE FOR FURTHER INFORMATION AND COMPLETE LIST OF INSTALLATIONS

## EURE and COMPANY

Box 221, Edgewater 4, Maryland  
Tel. West River, Md., University 7-7917

PAID ADVERTISEMENT



**Carhop desk, demonstrated by plantowner Jim Foasberg, is real masterpiece. It has false top with open end to hold invoices. Hooks hold bags (red for "specials," white for regular work) at ready position for easy loading. Stamping machine prints customer's name on ticket. Impression is made from metal identification plate with which all steady patrons are provided. Bracket arrangement makes it possible to remove and carry desk into plant at end of day. Oh, yes, squawk box on wall alerts inside girl that customer is ready for pickup**

"transcript," is printed on a shuttle-adding machine. Instead of using the customer's name and amount on the adding machine tape, here only the customer's number and the amount are shown on the tape. Instead of having pages and pages of detailed records, it is only necessary to save the adding machine tape for the permanent records.

2. To give proper service it would be necessary to have good lot control to insure work being ready at the time promised. Here again the plant was properly set up. Geared to wash-room capacity the lot is fixed at 600 pieces which is the markers' production for two hours. This ranges from 50 to 60 bundles per lot and permits processing four lots per day. Since the work marked in during the first two hours in the morning is "tied out" during the last two hours of operation, it is easily understandable why it is no longer necessary to charge customers a premium for one-day service if such service is called for. Standard procedure is for the first lot in the morning to include all the specials, plus any other bundles to make up the lot of 600 pieces.

Drycleaning is processed in a similar manner so seven-hour service here is routine procedure, with no extra charge. In addition the 15 percent for cash-and-carry discount applies on all work.

3. Office procedure for quick handling of customers was set up two years ago after considerable study of many methods. A big ready-file which is really a big card index turned upside down occupies a prominent spot in the call office. Ticket stubs from ready bundles are filed here in alpha-

betical order. Bundles are filed in the ready-room according to the last two numbers of the customer's file number. With the bundle easily found by this method, it is necessary only at that point to cross-check the customer's name against the ticket.

4. Three months ago several girls were stationed on the drive in front of the plant to assist the customers with their bundles and pickups. Without advertising or fanfare the first gesture towards carhop service was underway, in an attempt to iron out the "bugs" in the idea before going all out on the service.

It was just as well, for during the trial period an amazing number of customers insisted on going into the office to handle the transaction themselves.

At this same time some 5,000 addressograph plates of light metal, called "speed-plates," were issued to old customers as a matter of a personalized identification service for faster service. They were color-coded, blue indicating a cash customer, red a charge-account customer. Each identification speed-plate bore the customer's name and file number, and had a small metal clamp for holding it over the sun visor on the passenger side of the car. To date over 90 percent of Foasberg's customers use these handy plates.

5. The question of how best to handle the incoming bundles was carefully worked out for the carhops. With a corner location providing access from both the side street and the main thoroughfare, it proved best to mark off the 40-foot area between the plant and the sidewalk into three wide lanes. By blacktopping the next

door lot frontage the driveway has been extended clear to the alley of the short block. At least a dozen cars can be accommodated in each of the outer lanes, with the center lane left open for cars to leave without waiting for the cars ahead in the lines to move out.

### Carhops speed service

The number of carhops has been reduced to only two with one girl serving each lane of cars. Each girl has a small work desk for stamping the customers' tickets. This same desk serves to hold an ample supply of bags along its edges. A large wooden truck painted in bright stripes is used to hold incoming bundles at each station.

The carhops are stationed so as to be able to work from the passenger side of the incoming cars. As the carhop opens the door of the car she greets the customer and removes the speed plate from the visor clamp. A glance at the identification plate enables her to refer to the customer by name from that moment on. Once the order is placed in a bag the carhop uses the small press on her desk to transfer the speed-plate information on the ticket and place the ticket in the bag with the soiled order. If work is to be picked up at this time, the carhop makes use of the intercom at her desk to relay the name of the customer to the office girl so the ticket stub from the ready-file will be ready for her when she enters the office to get the finished order.

Carrying the speed-plate with her the carhop goes into the plant ready-room where all orders are racked according to the last two numbers on the speed-plate. As soon as she spots the bundle she checks the name on the speed-plate with the name on the bundle ticket and picks up the ticket stub the office girl has removed from the ready-file.

The carhop idea has been worked on for three full months and the next step will probably mean snappy outfits and a suitable advertising campaign to promote the idea properly.

In the meantime the traffic-jams have been eliminated. Cars move in an orderly procession through the driveway. Less time is taken for each transaction. Even in peak periods, if a slight delay is experienced, the customer is at least sitting in the comfort of her car and not standing in a crowded office.

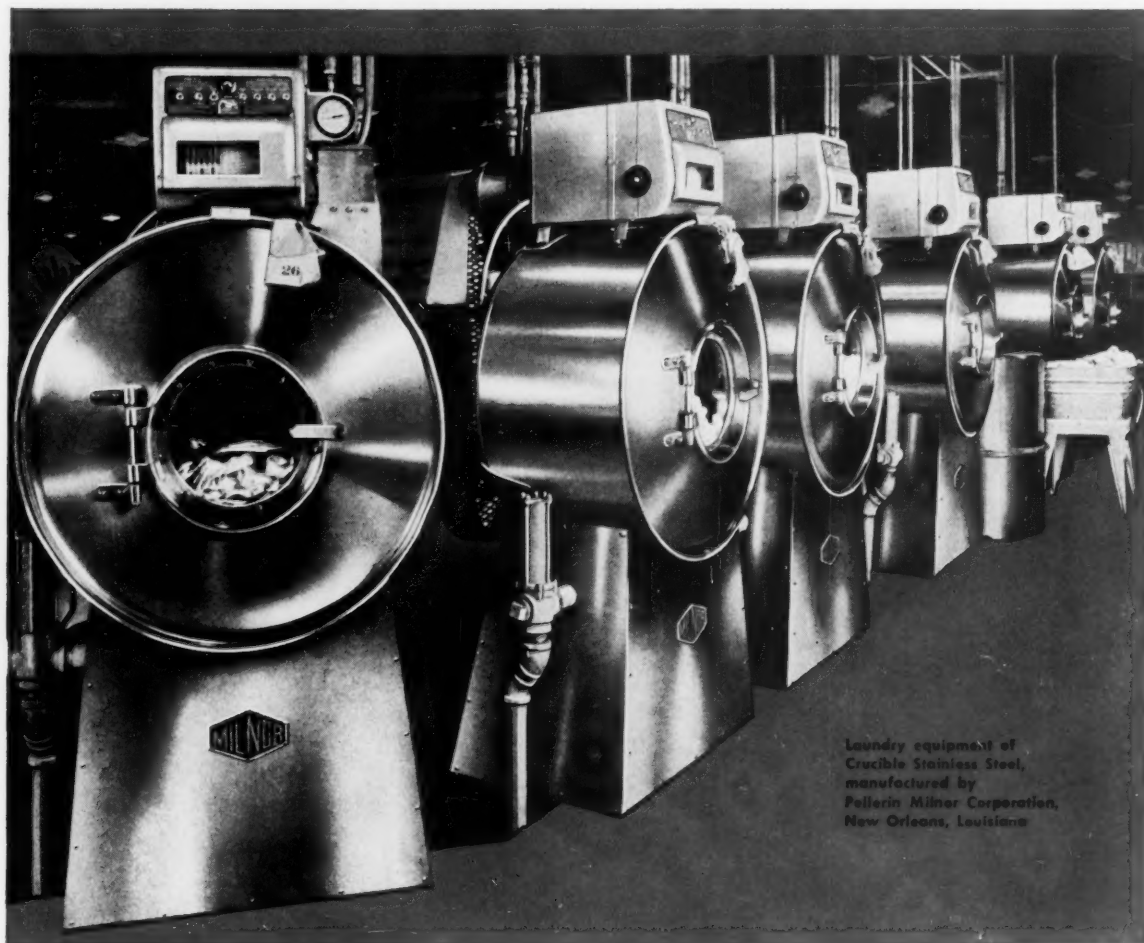
The carhops have proven their worth. These two girls, aided by a third girl from the plant in peak periods, will make it possible to handle another thousand dollars each week through the plant call office. □□



how

## STAINLESS STEEL

*saves money in the laundry...*



Laundry equipment of  
Crucible Stainless Steel,  
manufactured by  
Pellerin Milner Corporation,  
New Orleans, Louisiana

You know how small profit margins are in commercial laundries... how equipment must be purchased with an eye to efficiency and long service life. And that's why *stainless steel* is a natural. Here's what the manager of a New England laundry told us: *"Just recently we disposed of a washer that must have been over 25 years old. It had a stainless cylinder that was as good as new. The cylinder could have gone on forever, but the rest of the washer was in bad shape."*

Long life is just part of the story. The smooth, tough surface of stainless babies the most delicate of fabrics... resists the attack of soaps or detergents

... can't cause troublesome rust stains. It's the answer to faster, cleaner wash-loads.

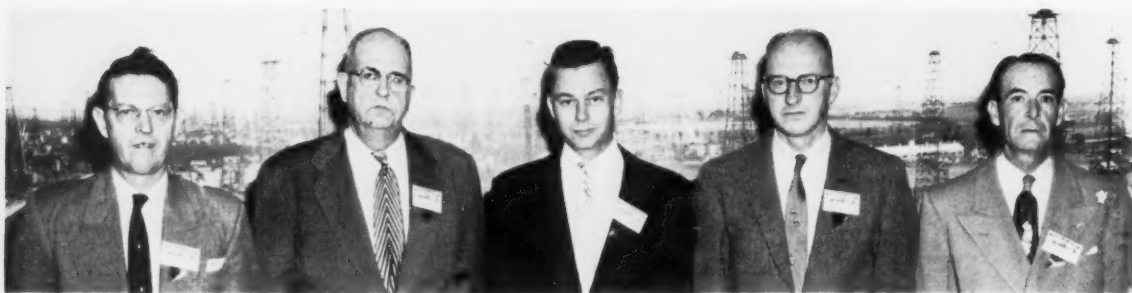
Stainless steel is the best choice for *all* parts of the washer — frame, shell and cylinder — as well as for extractors... tumblers... tubs and trucks... tables — *anywhere* metal comes in contact with the wash.

Next time you consider new equipment, look carefully at the *profitable* advantages of stainless. For more information, write for a free copy of "Making the Most of Stainless Steels in the Laundry Industry" to *Crucible Steel Company of America, The Oliver Building, Mellon Square, Pittsburgh 22, Pa.*

# CRUCIBLE

first name in special purpose steels

## Crucible Steel Company of America



**New officers** of Oklahoma Laundryowners Association, left to right: O. C. Harris, secretary-treasurer; J. P. Oliver, president; P. H. Teel, Jr., and Walt Coen, vice-presidents, and W. D. France, Dallas, sergeant-at-arms. Group was reorganized last year following several years of inactivity

## Oklahoma Laundryowners Reconvene

REORGANIZED early in 1955 after a lapse of activities for several years, the Oklahoma Laundryowners Association counted 80 in attendance at its January 21 convention at the Biltmore Hotel, Oklahoma City. At the all-day session, J. P. Oliver of Esquire, Biltmore and Sunshine Laundry and Cleaners, all in Oklahoma City, was named president of the association for the coming year.

Other new officers include: P. H. Teel, Jr., Domestic Laundry, Tulsa, vice-president; Walt Coen, Oklahoma Laundry and Cleaners, Enid, vice-president; O. C. Harris, Mid-Continent Laundry and Cleaners, Oklahoma

City, secretary-treasurer; and W. D. France, H. Kohnstamm & Co., Inc., Dallas, Tex., sergeant-at-arms.

New board members are Doug Myers, Clinton, immediate past-president of the association and now ex-officio board member; O. C. Harris and Bill Mercer, both of Oklahoma City; Noble Hunter, Woodward; Wayne Wilson, Duncan; Neville Brehm, Poteau; G. B. Hurley, Chickasha; John Hill, Muskogee; E. H. Porter, Ardmore; P. H. Teel, Jr., and Charles Barnes, both of Tulsa; Walt Coen, Enid, and Wes Renegar, Miami.

Guest speakers were Robert C. Young, department sales and adver-

tising, American Institute of Laundering, and Harry G. Cooper, manager, market research and sales analysis department, The Prosperity Co., Inc.

Mr. Young commented on "What They Don't Know—Hurts You" with reference to the importance of modern route sales techniques to the industry. Mr. Cooper's subject, "From Revolution to Evolution in the Textile Maintenance Industry," treated the growing popularity of the drive-in type of laundry and the anticipated swing to that type of operation.

A friendly hour for participants and their wives terminated the day's proceedings. □□

## Speakers Address 250 at Louisiana

APPROXIMATELY 250 industry members and representatives of allied trades were in attendance at the annual convention of the Louisiana Laundry and Cleaners Association held at the Jung Hotel, New Orleans, January 27-29.

Vincent Caruso, Shrewsbury Laundry and Cleaners, Metairie, was elected president of the organization for 1956; Joe Wong, Sunlight Laundry, Shreveport, was named vice-president; Louis F. Young, Young's Dry Cleaning, New Orleans, was reelected secretary-treasurer; G. M. Guillot of Rudolph Ramelli, Inc., New Orleans, was named sergeant-at-arms; Calvin H. Weiser, United Cleaners, New Orleans, was reelected parliamentary and appointed executive secretary.

Opening-day activities included registration, a get-together cocktail party and an evening meeting of officers and directors. The business of the con-

vention got under way Saturday when opening speaker W. P. Appleby of Wyandotte Chemical Company, formerly a laundry and drycleaning plant



**Heading Louisiana group** for coming year, left to right: Louis F. Young, secretary-treasurer; Joe Wong, vice-president; Vincent Caruso, president

# The Only Net Featuring . . . GROMMETED EXTENSION TAPE\*



**100  
TO  
200  
MORE  
WASHINGS**

◇ **Good-bye Pinning Tears.** Grommets give 100% pinning protection. (Not partial.) Pins never touch net eliminating snags and tears.

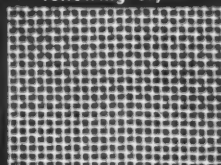
◇ **Nylon Extension Tape.** Maintains straight and uniform pinning. Even weight distribution in loading nets. No excessive strain on any portion of net. Longer net life.

◇ **Net replacement cut by 35% to 40%.** 6½ gross of JAYSONET® will do the work of 10 gross of any other net because of our exclusive Grommeted Extension Tape\*. Save money and unnecessary waste.

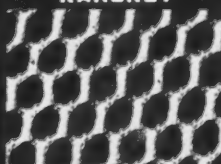
\*Patent Pending

**JAYSONET®**

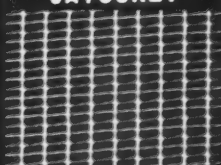
Available in the following styles



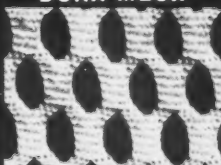
**KARENET**



**JAYSONET**



**DURA-MESH**



**IMPERIAL**

# JAYSONET®

**PROVEN  
YOUR  
BEST  
BET**

**CONSULT YOUR LOCAL SUPPLIER**

For additional information write

Mfg. by JAYSON'S—Division of Jayson Silk Mills

Office: 2144 N. 57th St., Phila., Pa. Plant: 1535 N. 60th St., Phila., Pa.

operator, made a strong plea for the utilization of improved equipment, supplies and techniques.

Harold K. Howe, American Institute of Laundering, discussed pending Federal wage and hour legislation; P. C. McCutcheon, Dow Chemical Company, recommended modernization of operating, merchandising and public relations tactics as well as plants; Bill Browne, public relations director, National Institute of Drycleaning, discussed those aspects of the NID survey which indicate that two-thirds of the nation's drycleaning sales are made to women, of whom some 25 percent have complaints about the service they receive.

A consumer's panel of four New Orleans women stating what they liked and disliked about laundry and cleaning services they received closed the day's program. Ed Bradley, New Orleans general manager, Dale Carnegie Courses, was panel moderator.

Social events that day included a ladies' luncheon and tour of New Or-

leans' old French Quarter, a cocktail party following the educational session and the association's annual dance in the evening.

The final session Sunday morning opened with a Past Presidents' Breakfast, after which W. R. Kohl, Lincoln Bag Company, explained the importance of proper packaging. Al Graham, R. R. Street & Co. Inc., urged members to budget 3 to 5 percent of their income for advertising, pointing out that the industry is "competing with the department store, the automobile and TV dealer and the supermarket for the consumer's dollar." Jim Chisholm, Emery Industries, Inc., emphasized the importance of good employee relations. Paul Jacobsen, Wallerstein Company, Inc., described and offered solutions to problems that arise in the cleaning of synthetic fabrics.

Victor D. Oakley, Sta-Nu Corp., was the speaker at the annual banquet Sunday noon which brought the convention to a close. He warned that, despite the generally favorable eco-



Packaging importance was Bill Kohl's topic

nomie outlook, the individual plant operator must back up his service with advertising and personal salesmanship if he hopes to survive. The industry, he concluded, must learn how to promote, merchandise and sell, from the plantowner to the man on the route to the girl behind the counter. □□

## New Jersey Honors Salesmen

TWENTY-FOUR MASTER SALESMEN had their night of glory at the Essex House, Newark, New Jersey, February 18.

The occasion was the second annual Distinguished Salesman Award Dinner at which each of the winners received the Laundry Industry "Oscar." The presentations were made before an audience of more than 325 persons who attended the affair in their honor.

Sixteen member firms of the New Jersey Laundry and Cleaning Institute participated in the 1955 Oscar Contest.

The Institute took part in the Oscar Award Program of the Sales Executive Club of New York in 1954, but the year following decided to launch its own program, believed to be the first exclusively devised for the laundry industry.

Approximately 350 salesmen compete for top honors in the Institute's program. Each winner was selected on the basis of contests set up and conducted by his company. Each was a single choice, except where the company had more than one service or sales division.

Guest speaker for the occasion was Gary Garipey of Sales Training International, whose address was entitled



**Pride of the industry** are the Oscar-winning salesmen shown here. From Newark: Joseph Dotoli, Majestic Laundry; Rudolph R. Fisher and Peter H. Connelly, Union-Imperial Laundry; Lester Coburger, Columbia Laundry, Inc. Jersey City: John Sarrao, Standard Laundry Company; George Joegge, Frederick Regenhart, George Schneider and Theodore Wilomski of Brunswick Laundry. Collingswood: Donald C. Pitcher, Dy-Dee Wash, Inc. Avon: Joseph Kelly, Lullabye Diaper Service, Inc. Elizabeth: Fred Gunzelman, Emerson Laundry Co., Inc. Gloucester: Joseph C. Brown, Foster's Laundry. Irvington: Victor Longo and Michael Rocco, General Diaper Service Corp. Rahway: Joseph F. Ross, Hamilton Laundry Service Co. Summit: Donald A. Stahl, Corby's Enterprise Laundry, Inc. Teaneck: John J. Gemp and Joseph J. Mueck, Home Town Laundries, Inc. Westmont: J. Frank Harker, Morgan Bros., Inc. Staten Island, N. Y.: Alfred N. Benaducci, Blue White Laundry; Filomeno Riche, James Ryan and Frank Sorrentino of Stapleton Service Laundry, Inc.

"How to Sell on Purpose." To do this, Mr. Garipey advised his listeners to develop the habit of positive thinking and adopt the professional attitude.

To attain this attitude, Mr. Garipey said, you must (1) have the desire to be a pro, (2) acquire the knowledge of a pro, (3) have the ethics of a pro, (4) practice self-denial, and (5) find out what makes people tick.

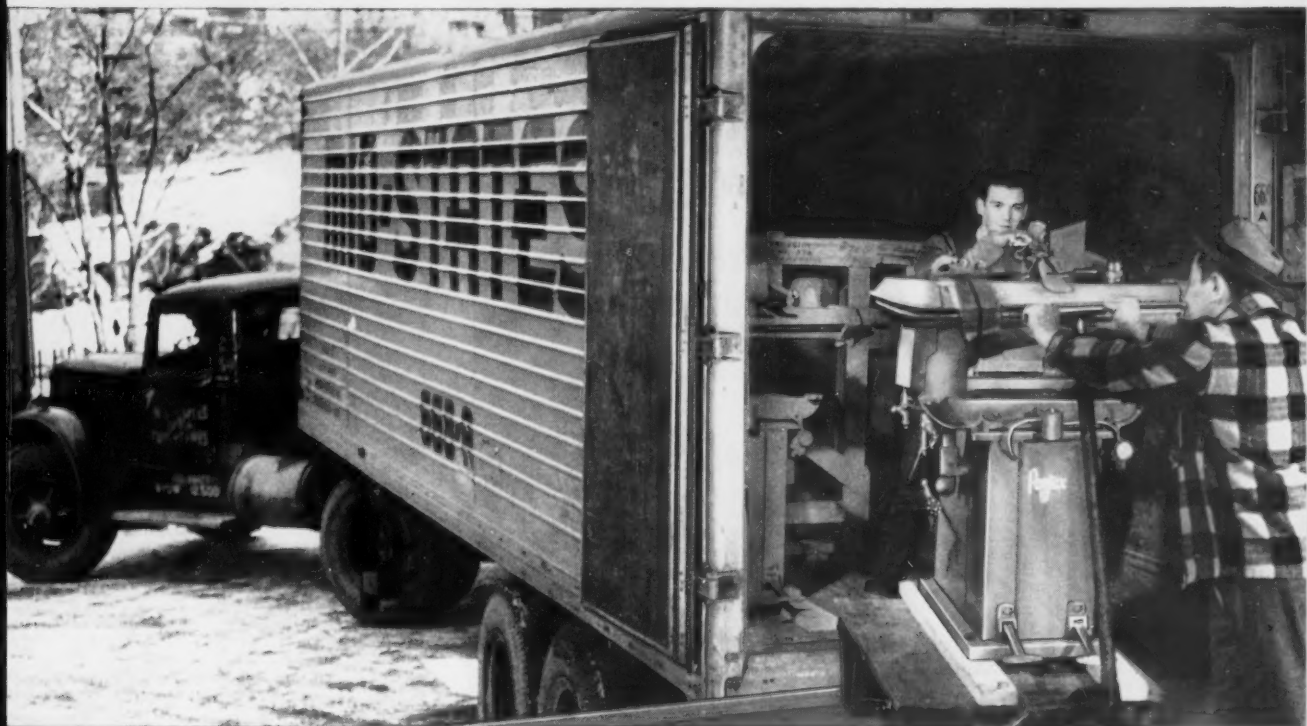
Following the presentation of awards by Professional Laundry Foundation's TV Betty Best, the assembly was treated to a floor show and concluded the evening with a program of dancing.

Institute Secretary Harold C. Bucklew served as toastmaster. R. L. Corby, Jr., is president of the group.

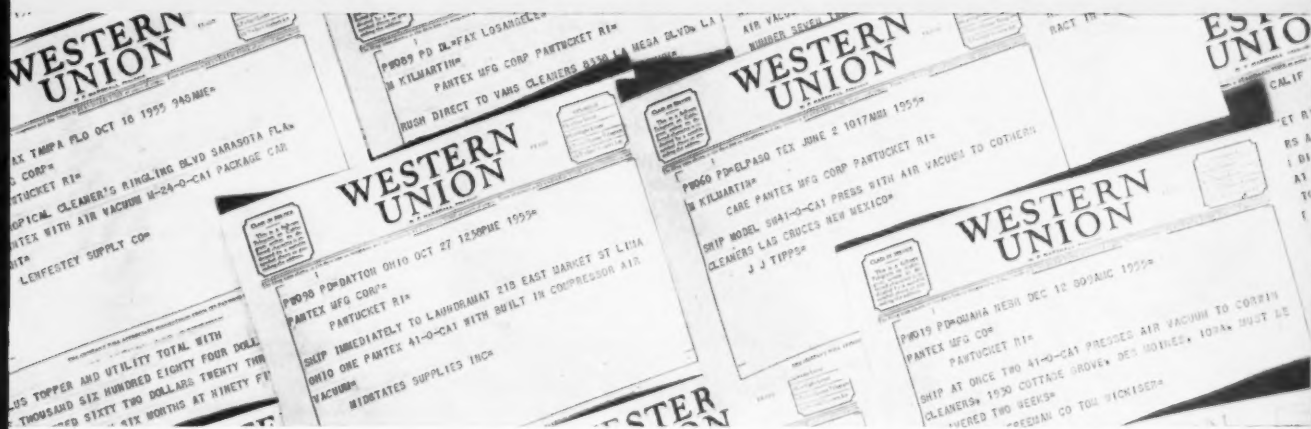
—Henry Mozdzer



# They're Going Out by the Truckload



## as HYDRO-AIR Gets the Preference Vote!



Month after month, from Newfoundland to California, as drycleaners compare air-operated presses and vote their preference with orders, a new sales record for HYDRO-AIR presses is set up.

Find out what is back of the sensational preference for HYDRO-AIR before you buy any press.

Learn what its revolutionary hydraulic-and-air power unit and other advanced features mean in terms of higher profit, faster and easier work, happier customers. WRITE for folder of facts, PANTEX MANUFACTURING CORPORATION, Box 660G, Pawtucket, Rhode Island.

**Pantex** *Hydro-Air*  
AIR OPERATED DRYCLEANING PRESS



**NID officers**, left to right: Norbert J. Berg, general manager; Willard M. Cannon, past president; Frank A. Prather, new president, and F. E. Bowers, new vice-president

## Dallas Roundup

**ABSENCE OF EXHIBITS** at the National Institute of Drycleaning convention did little to dull the luster of the Big Idea Roundup. The forty-seventh annual convention, held in Dallas, Texas, March 1-4, proved a noble and successful experiment.

More than 1,500 registrants received down-to-earth, practical knowledge on every phase of business management. Three afternoons were devoted to a "How To Sell" clinic. Modern management techniques were explained over two mornings. Finally the last full day was spent in a detailed short course on cleaning in the charged system.

But it wasn't all hard work. Entertainment, prizes and hospitality were in true Texas style. The convention started Wednesday evening, February 29, with "The Cleaners' Corral," a get-together party in the grand ballroom of the hotel. The following night advance registrants were treated to a real Texas Bar-B-Q and Rodeo at the "Stephen F" Ranch.

Friday evening was highlighted by a fabulous fashion show presented by Neiman-Marcus, world-famous department store in Dallas. Climaxing the entertainment were the Saturday banquet, floor show and dance.

Just before the dance the winners of the convention's grand prize were announced. Mr. and Mrs. LeRoy Pope won a 10-day all-expense air trip to Europe. They will visit London, Paris, Zurich and Rome. Mr. Pope is owner of Zenith Cleaners, Midwest City, Oklahoma.

Business sessions began the morning of March 1 with a welcoming address by Walter R. Duncan, president of the NID. He explained the reasons behind the no-exhibit convention. According to Mr. Duncan, allied trade firms long questioned the value of holding two large operating exhibits a year. Nonoperating exhibits weren't the answer, either. Many manufacturers couldn't do justice to their products unless they were operating.

Absence of exhibits permitted the

convention program to concentrate on education.

Mr. Duncan stressed the need of better public relations and announced the beginning of an NID sponsored program, "The National Institute of Drycleaning Public Service Award Campaign."

"Dress Right—You Can't Afford Not To!" was the title of the next talk. It was given by Francis De W. Pratt, general manager, American Institute of Men's and Boys' Wear.

His comments were followed by an inspiring address given by the Hon. Calvin Dean Johnson, former Congressman from Illinois and now engaged in public relations work for the American Trucking Association. He discussed "Our Priceless Heritage," which is freedom of opportunity.

Beginning the afternoon session, Frank A. Prather keynoted the program. (Mr. Prather was later elected president of the NID.) He pointed out that 1956 was the best ever for business generally, and drycleaning in particular. Sales neared the 2-billion mark, more than four times the 1930 sales.

But we haven't scratched the surface, Mr. Prather said. Less than half the families in the country have garments cleaned oftener than once a month. Our challenge is to increase frequency of use and to build bigger bundles per order.

### Sales ideas dramatized

How to do this was presented in the first of three afternoon sessions by the Theatre for Industry of New York City. These consisted of a series of narrations by James M. Boyd, with key points dramatized in short sketches by a cast of people from the Theatre for Industry.

Every facet of selling was covered, down to how and where to locate stores. Sales budgets were pointed up as an excellent way to gain hidden profits. Advertising of all types was explored; newspaper, radio and TV,

## LAUNDRY BUSINESS TRENDS

### New York

four weeks ended

Mar. 3—3.6% more than last year

M. R. Weiser & Co., New York

### New Jersey

four weeks ended

Mar. 3—3.0% more than last year

M. R. Weiser & Co., New York

### New England

Feb. 11—7.9% more than last year

Feb. 18—8.3% more than last year

Feb. 25—8.5% more than last year

Mar. 3—4.0% more than last year

Carruthers & Co., Boston

### Southeast

Jan.—8% more than last year

J. R. Wilson & Co., Atlanta



## Customers can tell the difference when you use NEW PRIMARY SIZE!

Because customers are smart people, they *know* they are getting special-quality, V. I. P. treatment when they put on extra-fresh, crisp shirts that feel like new.

You can do this for your customer by doing *all* your starching with Wyandotte's New PRIMARY SIZE. Smoother finishes, no more rough edges on collars and cuffs, less wrinkling—all this means that your customers are impressed, they start telling others, and they come back again and again and again.

Besides bringing in business,  
April 15, 1956

New PRIMARY SIZE is a production booster, because shirts iron faster, with less sticking of pockets and sleeves. There's less waste time smoothing out creases, too, because PRIMARY SIZE lessens after-ironing wrinkling.

And New PRIMARY SIZE is easy to use; just add *dry* to the wheel after souring. The use-cost is low, and you end the time-consuming, bothersome chore of making up and cooking starch.

Call your Wyandotte representative or jobber today for a demonstration of New PRIMARY SIZE. No matter what you starch,

New PRIMARY SIZE will do the job better—from a customer's viewpoint and from yours. *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Offices in principal cities.*



**CHEMICALS**

**J. B. FORD DIVISION**

**SPECIALISTS IN**

**LAUNDRY WASHING PRODUCTS**

direct mail all came into the act. Public relations, sales training, stimulation were also covered.

Friday morning, March 2, began the management clinic presented by staff members of the NID. William "Bill" Browne, NID director of public relations, led the program with a talk entitled, "Organizing Your Public Relations." Mr. Browne pointed out that everything you do has its effect on your public relations, good or bad.

Public relations depend upon doing the right thing as well as telling about it. Both are important.

Dr. Dorothy Lyle followed with a talk on "Building Goodwill." This was an extension of Mr. Browne's theme.

Continuing the afternoon's discussion of management problems, William R. White, NID director of education, covered "Finding the Weak Spots." The one indispensable tool of management is the operating statement. Better plants in the industry prepare these frequently; at least once a month, in many cases weekly.

By keeping costs accurately broken down into various classifications, it is easier to pinpoint weak spots in

your operation, according to Mr. White. Frequent use of such an operating statement can help locate trouble before it becomes too serious. He then introduced Charles Riggott, NID's industrial engineer, to show what could be done to bring down costs where they appear out of line.

Mr. Riggott used slides to demonstrate the "old" setup in an imaginary case. He had additional slides to show how a unit was changed to be more efficient. Since the modifications required equipment changes, Harold C. LeRoy, manager of the NID cleaning plant, carried on at this point.

His talk, "Plugging the Gaps," concerned the smooth transition within a plant on layout changes. He pointed out that changes within a plant are inevitable. Therefore it is wise when making a new plant installation to incorporate certain basic ideas.

After lunch the second session of Theatre for Industry followed. Climax of the afternoon's performance was the fiery talk by Gary Gariepy, president of Sales Training International. His subject was motivation of salespeople. The basic problem here is one of attitude rather than aptitude. By showing appreciation and giving direction to sales efforts of salespeople we can mold better attitudes, according to Mr. Gariepy.

Saturday morning brought the second session of the NID Management Clinic. Willard M. Cannan, NID past president, presided over the meeting.

James B. Dalglish, industrial psychologist of the NID, led off by presenting a talk on "Setting Up a Training Program." He gave the basic fundamentals in solving the problem.

"How To Use Home Study Courses" was carefully covered by William J. Nicklaw, NID correspondence course supervisor. Mr. Nicklaw suggested assembling written materials from several sources, such as trade journals, allied trades bulletins, NID bulletins and textbooks. Assign the material to the trainee and test him frequently.

Another method is to select the type of course needed and then contact a reputable correspondence school.

John A. "Jack" Ireland, general course supervisor, closed the morning session with a discussion of practical training tips.

The regular business session followed. The new officers are: Frank Prather, president; F. E. Bowers, vice-president; Norbert J. Berg, secretary-treasurer. The three officers and Walter R. Duncan, retiring president, make up the new executive committee.

The last day of the convention was devoted to a short course on cleaning in the charged system.—Art Schuelke

# "Jif-ty"

## press covers and pads\* *tailor-made to fit*



*\*Covered by standard Tingue, Brown money-back guarantee*

**SPEEDY...**with "JIF-TY" press covers and pads you can forget about pins and hooks and all the other time-consuming installation methods.

**PERFECT FIT...**every "JIF-TY" Nylon or synthetic fabric cover or pad is designed for a specific press—they are labeled with the press model number!

**FOR DURABILITY...**we recommend our plasticized spun Nylon two-piece CONTOUR cover.

**FOR BEAUTIFUL IRONING...**we offer the one-piece cover in soft-spun Nylon or cotton.

**PADDING...**we furnish the correct type for each press...fabric pads of cotton or Nylon...Resillo Steel Wool Pads...and Hamilton Spring Press Pads, made by the American Laundry Mch. Co.

**ORDERING...**the only information we need is the name of the press manufacturer, model and serial numbers, and the number of pads and covers for each press.

For all mechanical laundry fabrics and accessories, get in touch with Tingue, Brown—recommended by major equipment manufacturers.



### TINGUE, BROWN & CO.


1765 Carter Avenue • New York 57, N. Y. • CYpress 9-8800

507 Bishop Street, N.W. • Atlanta, Ga. • ATwood 3864

1227 Wabash Avenue • Chicago 5, Ill. • HAarrison 7-0083

723 E. Washington Blvd. • Los Angeles, Cal. • Richmond 9-6023





"You mean YellowGo<sup>®</sup>  
would have saved  
us all that  
time and trouble?"

Yes, mister, we mean just that.

Of course, it wasn't your fault about the red sock in the load of white work. That kind of error happens in the best regulated laundries. But, what you didn't know, is that you could have cleared up the stained load quickly and easily with a little YellowGo.

YellowGo is the liquid titanium stripper that's made specifically for removing dye stains of any color from any fabric. On whites you use it hot for fast, extra-kick action... on color work you use it cold to protect the original color while removing the fugitive stain. YellowGo is safe—doesn't weaken tensile strength. It's sure—does a thorough job every time. And it's versatile—can be used in the wheel, in a bath or as a spotter.

Why not order YellowGo today. Then, next time you have trouble with running color, you'll remove those dye stains in minutes—save productive labor time—avoid costly claims.

**FREE**

New "Shirt Launderer's Spotting Guide." Handy wall chart lists 19 common stains, shows what to use to remove them.

For a copy write  
A. L. WILSON CHEMICAL CO.  
Kearny, N. J.

It's a WILSON "GO" product  
...made by  
A. L. WILSON CHEMICAL CO.  
...sold by LEADING JOBBERS





Serious side of largest convention in South Carolina history is shown by rapt attention of plantowners, allied tradesmen and guests. Two-day event featured topflight speakers' program and Sunday clinic

## 425 Jam South Carolina Meeting

THE LAUNDRY ROUTE SALESMAN came into his own during the proceedings of the thirty-third annual—and largest—convention of the South Carolina Association of Launderers and Cleaners in Greenville on January 28 and 29. This important person was given special consideration by L. O. Lineberger, Procter and Gamble Distributing Company, one of four speakers at the Sunday clinic. Otherwise, except for the demonstration of the use of new laundry equipment, the remaining speakers restricted their discussions mostly to the drycleaning field.

Training films were used by Mr. Lineberger to emphasize the value of neatness, promptness and constant selling in the making of a successful route salesman. Entitled "Calling All Bundles" and "Bundles for Ben," the audio-visual lessons showed how proper organization means more sales and more satisfied customers.

The operation of laundry machinery was demonstrated by F. V. Clink-scales, sales representative of the Hammond Laundry-Cleaning Machinery Company. His talk on efficient equipment and methods concluded the Sunday program. The other speaker-

instructors were Larry Porterfield, sales manager of Bill Glover, Inc., who demonstrated the proper workflow of a silk and wool finishing unit, and Jimmy Ethridge, Bishop David Freeman Company, who explained the advantages of his company's finishing press-plate.

More than 425 plantowners and employees witnessed the Sunday demonstrations, held in the huge Textile Hall Annex. The conventioners were welcomed to the city by Mayor J. Kenneth Cass, who commended them on their participation in community activities.

Dr. J. C. Alexander, Adco, Incorporated, touched off the Saturday session by discussing "The Use and Control of Moisture in the Drycleaning System." He stated that there is a reason for the oldtimers' expression that the best cleaning is done in wet weather, pointing out that the biggest change in drycleaning today is the charged system which allows the cleaner to take out water-soluble stains on a mass-production basis.

Jack Ireland of the National Institute of Drycleaning and Honorary Mayor of Greenville by appointment of Mayor Cass, emphasized the need

for proper classification of the many different fabrics worn today.

John Weaver, Wallerstein Company, Inc., produced facts and figures in his talk, "The Profit and Loss in Drycleaning for the Southeastern United States," indicating that the dry-cleaners have had it much better than the laundryowners.

Leon A. Cooper, Master Cleaners, Columbia, succeeds Fred Gregory, Gregory's Cleaners, Greenville, as president. J. Francis Brenner, Milbrens Laundry and Cleaners, Charleston, was elected vice-president; Mrs. John G. Morris, Warwick Laundry and Cleaners, Columbia, secretary-treasurer, and R. B. Thomasson, Thomasson Brothers, Greenville, sergeant-at-arms.

The newly elected directors of the association are G. R. Kirkland, Orangeburg; James Harrelson, Sumter; Charlie Stork, Columbia; E. O. Page, Jr., Spartanburg; L. L. Jenkins, Charleston; John Hineman, Georgetown, and John Burns, Greenville. They join Glenn Kirkley, Cheraw; James E. Kendall, Rock Hill; Charles Snoddy, Greenwood; Jewell Adams, Seneca; Jack Parrish, Florence, and Sam McAbee, Estill.—Roger Ganem



Officers elect, left to right: President Leon A. Cooper; Vice-President J. Francis Brenner; Secretary-Treasurer Mrs. John G. Morris and Sergeant-at-Arms R. B. Thomasson



use less soap, clean clothes faster with

## DOW SODIUM ORTHOSILICATE

Here is a soap builder that will cut soap costs and do a more efficient washing job without harming cotton fabrics. Dow Sodium Orthosilicate actually extends your soap's washing effectiveness by approximately one third\*. With this high-alkaline cleaning compound, clothes wash *cleaner* in a single cycle . . . rinse out quickly and thoroughly. It neutralizes soil acidity—saponifies fats and

oils while keeping insolubles in suspension.

Dow Sodium Orthosilicate reduces operating expenses and assures you of effective results—and its cost is only about *half* the cost of soap. Try this superior soap builder and judge for yourself. Call the Dow sales office near you or write direct to THE DOW CHEMICAL COMPANY, Dept. AL 758L, Midland, Michigan.



Soap Requirements, as represented by this pile of detergent, are reduced substantially when you use Dow Sodium Orthosilicate. Shaded area shows amount of soap saved.

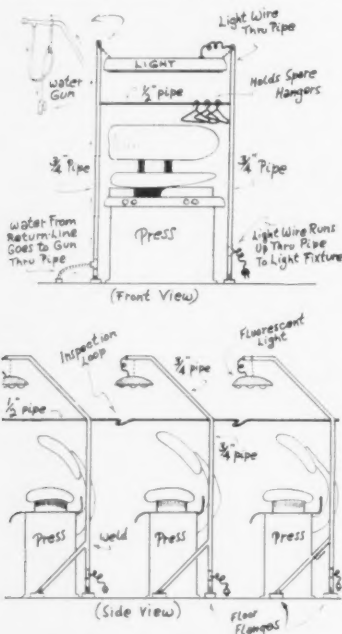
\*In tests on badly soiled fabric washed at 160° F., the use of Dow Sodium Orthosilicate reduced the amount of detergent required by 45%.

you can depend on DOW CHEMICALS



# Rhapsody in Bellevue

HAD TIME for a quick visit with Gene Milholland at his big Zenith Cleaners & Launderers plant in Dallas, Texas, after the National Institute of Drycleaning Convention. Here's one Texan who is bound and determined to eliminate as much "overhead" piping and wiring as he can in his new drycleaning finishing-department.



## Overhead Piping and Wiring

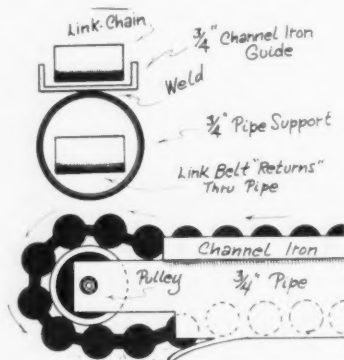
Each press sits inside two upright pieces of 3/4-inch pipe anchored to the floor with floor flanges. Each pipe is bent at the top so it supports the two ends of the fluorescent light above the operator. The pipe at the left side of the press is connected to the return-line to carry water to the spray gun which is fastened to the upper end of the pipe.

The upright pipe at the right hand side of the press has an electric cord running up through it to the light fixture. The plug-end at the bottom of the pipe allows current to be taken from a floor socket beside the press. A simple cross-brace of half-inch pipe joins the "electric" and the "water" pipes just over the press head and holds a big supply of wire hangers for the finisher.

With the presses sitting in line, it was a simple matter to better brace the pipe frames with a half-inch pipe along the righthand side of the presses a little over head-high. This half-inch pipe, bent to form a "turn-around"

for inspection at each press, also serves as hanging space for finished garments.

"Tex" has very neatly eliminated the need for unsightly wiring from the ceiling, dust catching light fixture chains, and a rickety pipe support for the needed spray-gun.



## Conveyor Lines

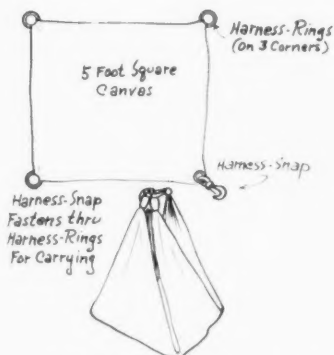
The new drycleaning-finishing room will boast conveyor lines to take finished work to the checking and bagging departments. This is a homemade deal featuring the use of link-chain sliding along a length of 3/4-inch wide channel-iron with sides only about 1/4-inch high. This channel-iron is welded atop ordinary 3/4-inch pipe for rigidity.

"Tex" Milholland assured me that he and his engineer were properly proud when they hit on the idea of the channel-iron guide for the link-chain, and the use of the 3/4-inch pipe to support it . . . but their thinking hit a snag when it came to figuring a way to get the link-chain back to the starting point along the underside of the affair. A passing employee saw their dilemma and made himself a quick twenty bucks with the few words, "that pipe's hollow."

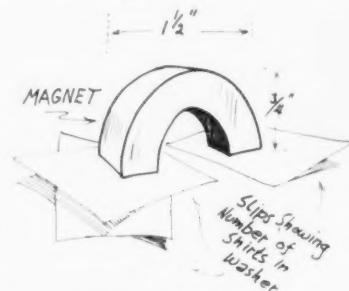
At the "turn-around" end of the conveyor the pipe has been slotted top and bottom for a small pulley. A short section along the underside of the pipe has been cut and bent down to guide the link-chain into the pipe for the return to the other end of the conveyor. A fractional horsepower motor drives the whole thing.

## No-Tie Carrier

Earl Draney of the Metropolitan Laundry in Salt Lake City, Utah, showed me a handy carrier for com-



mercial bundles. Certainly easier than bags for the markers to unload. His routemen use 5-foot square pieces of canvas that have harness rings fastened to three of the four corners. On the fourth corner is a big harness-snap. The order is piled on the spread out canvas, the corners are lifted and the three rings are fastened together with the harness snap. Makes a fine handle for easy carrying, without the need for tying knots.



## Magnet Aids Shirt Count

At Foasberg Laundry in Long Beach, California, Jim's superintendent showed me how his washman keeps the shirt count on his wash-wheel. Somehow he had got hold of an odd-shaped magnet a local oil field supply operator had been giving out as an advertising gimmick. It looks like a big 3-inch iron washer cut in half, but it's a powerful little magnet since it's about half an inch thick.

The washman takes the half-dozen paper slips showing the number of shirts in the load, sets them in a pile anywhere on the metal housing of the washwheel, and places the little half-circle magnet on top of them. The magnet holds them firmly in place, whether on top or down on the side of the washer. (I never thought a magnet would hold through the thickness of several pieces of heavy paper, but this one does.) □□



# laugh 'n learn



**Babies don't fret** about shirt fronts, but men sure do.  
That's why neat, straight folding is so important.  
First impressions keep customers happy, build business.

The best laundries use Satinette Starch  
to eliminate waste, increase production, insure smooth  
finishing. Do your part by folding  
every shirt perfectly.

**THE KEEVER STARCH CO.,** Columbus 15, Ohio  
Corn, wheat and other grain products for industry since 1898



*Reprints of this ad are available from your Keever Jobber*

## Laundry News Notes



PHILADELPHIA, PA.—M. C. Goldberg, president and board chairman of Pennsylvania Laundry Co., has an-

nounced the appointment of Jack A. MacInnes as vice-president and general manager of Pennsylvania Laundry Co. and subsidiaries.

WILDWOOD, N. J.—A self-service laundromat will be opened in the Marilyn Manor Shopping Center, it has been announced.

UTICA, N. Y.—Ideal Laundry and Linen Supply was destroyed by fire re-

cently, with damage estimated at \$40,000.

OTTAWA, ONT., CAN.—A building permit was issued recently to Lyle Blackwell Ltd. for a one-story laundry to be built on Campbell Ave. between Doheny and Dobbie Sts. The cost is estimated at \$54,000.

ITHACA, N. Y.—Wash'n Shop, formerly located at 336 E. State St., has moved to new quarters at 204 W. Seneca St.

CENTRAL FALLS, R. I.—White Star Laundry, Inc., 38 River St., was damaged by fire recently. George T. Dann is the owner.

NITRO, W. VA.—Elite Laundry has opened a pickup station on Bank St.

PROVIDENCE, R. I.—W. Easton Louttit, Jr., treasurer, Louttit Laundry Co., was elected a director of the Title Guarantee Co. of Rhode Island recently.

PASSAIC, N. J.—Arthur Zucker has opened Garden State Diaper Service, 272 Oak St.

PLAINFIELD, N. J.—New Maplecrest Laundry has been granted permission to complete the second story on its building at 415 Madison Ave.

NORTHAMPTON, MASS.—Harold L. Belding, treasurer, has announced the formation of the Belding Linen Supply Co., Inc. The new concern is connected with Belding Laundry.



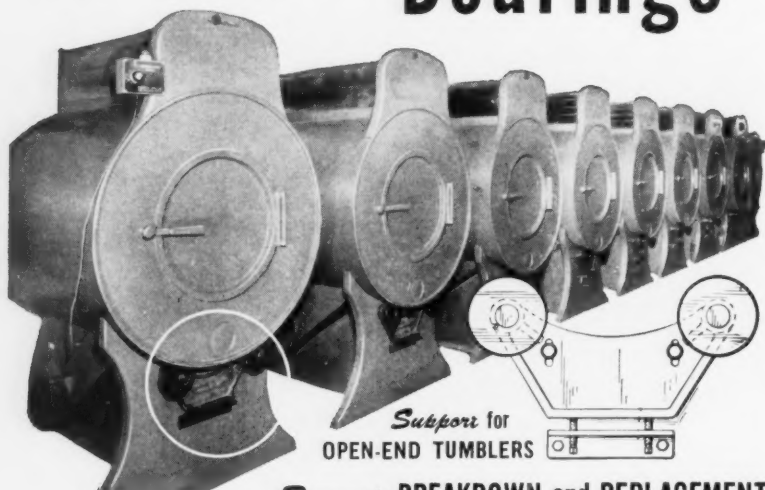
DUQUOIN, ILL.—New drycleaning equipment has been installed at Scotty's Complete Laundry and Dry Cleaning Service, 111 W. Poplar St., it has been announced by Edgar Scott, proprietor.

CALIFORNIA, MO.—A. L. Rickman has sold part interest in his laundry and drycleaning establishment to Cletus Hall.

MARION, ILL.—Verbie's Do It Yourself Laundrette has been opened at 617 E. Main.

MANKATO, MINN.—A new drycleaning department has been added at Blatti's

## LEEF CYLINDER Bearings



*Prevents* **BREAKDOWN and REPLACEMENT**

Here's a real lift for the front end of drying tumblers—those whose rear support is a single trunion or shaft. The patented Leef Bearing puts an end to off-center operation, motor wear, friction and eventual breakdown. Two rubber wheels, running in Oilite bearings, effectively do the job. Instruction sheet demonstrates its easy mounting feature.

Specifications: 19"x9"x4"; 6" wheels; wt. 30 lbs. Trial order \$39.50 FOB Minneapolis. State tumbler size and make.

Write for Tumbler Bulletin

**Leef** **BROTHERS INC.**  
205 IRVING AVENUE NORTH  
Minneapolis 5, Minnesota



TROUSER FORM



OVERALL SLEEVE



POCKETEER



COAT SLEEVE



NURSES' UNIFORM SLEEVE

see how simply the **new**

# GROMMET GRIP

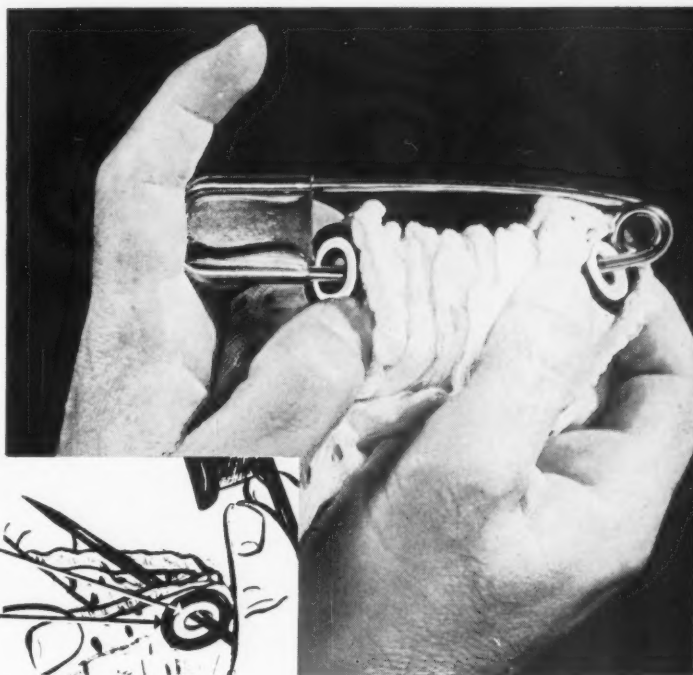
increases net life...

and it's by **GIBRALTAR**, of course.

"Grommet Grip" is an exclusive Gibraltar feature that guarantees longer net life. Grommets and flexible washers are placed on one side of each end of the net. They protect the net from rough and sharp edges of the pin. Protective washer prevents grommet from damaging net. Net can be opened to full width without strain.

"Grommet Grip" serves as a guide to proper pinning and gives added protection to nets but still permits normal pinning speed. Takes all types of pins.

"Grommet Grip" is standard equipment on all Gibraltar "New Governor" Nylon Nets. Your jobber has them in stock now. By request, they can be supplied on the "Major" and "New Manhattan" Nylon Nets.



Grommet through one side of net,  
only. Net can open to full width.

Washer protects net from grommet.

\*Patent applied for

## GIBRALTAR FABRICS, INC.

254 36th Street, Brooklyn 32, N. Y.

### OTHER GIBRALTAR PRODUCTS

Gibraltar Nylon Nets  
(Woven & Knitted)

Gibraltar "Datex" Dacron  
Duck FWI Covers

Gibraltar Resintex Nylon  
Press Cloths & Covers

Gibraltar Nylon FWI Tape

Gibraltar FWI Pads & Covers

Gibraltar Nylon FWI Cords

Gibraltar Nylon Shroud Lines

Gibraltar Anti-R-G

Laundry, 611 N. Front St., it has been announced by Milton Blatti.

MILWAUKEE, WIS. — Julian H. Green, Ideal Laundry Co., has been elected president of the Better Launderers and Dry Cleaners of Milwaukee. Other officers are Jeff Whitehill, Atlantic Laundry Co., vice-president, and Clive Buckley, Buckley Laundry Co., secretary-treasurer.

PLEASANT HILL, MO. — Pleasant Hill Launderette has been moved from Lake St. to a new building at 207 Cedar St. Mr. and Mrs. L. O. Shedd are the owners.

DAYTON, OHIO — John Zimmer was elected president of Advance Laundry and Dry Cleaning Co. recently, succeeding Carl M. Zimmer, who resigned. Harry Sacksteder was named vice-president and Martin W. Schryver, secretary-treasurer.

CHICAGO, ILL. — At a meeting of the Council of Laundry Association Executives held at Williamsburg, Va., February 27, John T. Toomey, executive secretary, Chicago Laundryowners Association, was elected honorary life member of the Council.

CHAMPAIGN, ILL. — A self-service laundry has been opened at 520 E. Green St. by Alodan Corp., it was announced by Ogden G. Perkins.



PORTLAND, ORE. — Wren L. Wright and Alvie C. Long have opened 1-Day

Shirt Service and Laundry, 7919 S. E. 13th Ave. The business, which had been closed for several months, was formerly operated by Henry Price.

COLVILLE, WASH. — Paul Casey has sold his recently installed laundry to Jerry McMillan, operator of Valet Cleaners.

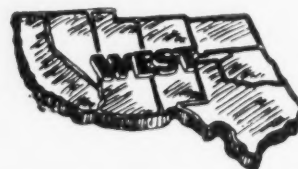
GREEN RIVER, WYO. — A self-service laundry has been opened in the Christensen Bldg. on Uinta Drive.

PARKSVILLE, B. C., CAN. — Island Linen Supply Ltd. has been purchased by Nelson's Imperial Launderers and Dry Cleaners, Ltd.

WOODBURN, ORE. — Bernard and Verna Gainsforth have announced plans to open Woodburn Laundromatic.

JAMESTOWN, N. D. — An open house was held recently at City Laundry by Elder B. Lange.

TORRINGTON, WYO. — Bob Elder of the Easy Way Laundry has sold a half interest in the business to Elmer Hergert.



TURLOCK, CALIF. — A new laundry will be opened at Crane Ave. and U. S. 99 by T. A. Pedersen and C. A. Hendricks.

HOISINGTON, KANS. — New dry-cleaning equipment has been installed in Hoisington Laundry and Dry Cleaners.

LOS ANGELES, CALIF. — Notice has been filed of the intended sale of Shop 'N Wash Launder 'N Dry, 2604 S. San Pedro St., by Leo Suson and Isak A. Stein to Paul and Peter Lew.

SAN ANTONIO, TEX. — Shepherd Laundries has opened a branch at 5415 San Pedro, corner of Lovera. The firm operates plants in Houston, Beaumont and San Antonio.

SAN LEANDRO, CALIF. — A grand opening was held recently at Laundromat, 579 E. 14th St., by John and Gertrude Corcoran. The Corcorans formerly operated a laundromat at the Navy Testing Station at China Lake.

OAKLAND, CALIF. — Audrey's Launderette and Dry Cleaners has been moved to new quarters at 4835 Brookdale Ave. near Monticello. The firm, oper-

**Staley's® 50th ANNIVERSARY YEAR**

Put these money-saving features to work for you!

- ① 5 Minute Cooking Time
- ② Non-congealing
- ③ Bluing Added
- ④ Transparent
- ⑤ Scientifically Lubricated
- ⑥ Contains Sta-Fresh... makes finished laundry "Sunshine-Fresh"

One of these Staley starches fits your needs...

**CROWN... The Economical 5-oz. Starch**

**CREST... The New 8-oz. Starch**

Both give you the famous features shown above! Both are easy to handle... easy to use, give a velvety finish with no smears or high-lights. They penetrate fabrics smoothly, evenly — never mask colors. Pick the Staley starch that fits your needs best... then try it soon. Remember: Crown (5 ounce) for tops in economy and quality; Crest for the best in 8 ounce starches. Get full details from your distributor or Staley representative.

A. E. Staley Mfg. Co., Decatur, Ill.  
World's Largest Starch Supplier to Professional Laundries





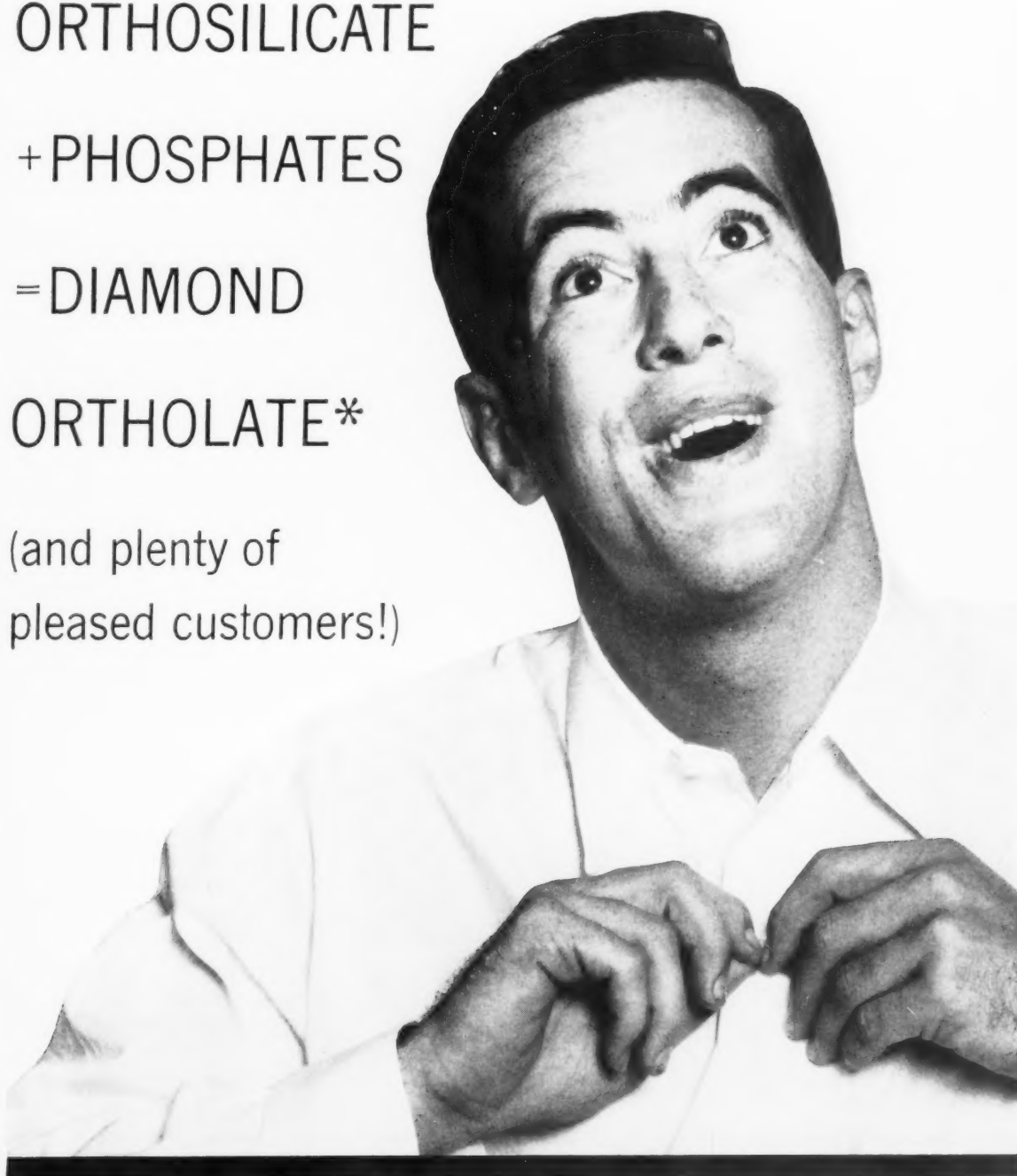
ORTHOSILICATE

+ PHOSPHATES

= DIAMOND

ORTHOLATE\*

(and plenty of  
pleased customers!)



Customers keep coming back—with bigger bundles—for work like DIAMOND ORTHOLATE turns out.

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\*Only DIAMOND's patented process gets each flake of orthosilicate uniformly fused with complex phosphates. The result is ORTHOLATE, a complete builder that puts sparkle in a laundry manager's eyes. ORTHOLATE is one of a complete line of DIAMOND quality products for the laundry industry. Phone your nearby DIAMOND distributor today.

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Chemicals**

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ated by Mrs. Audrey Mayer, was formerly located at 2736 35th Ave.

**BANNING, CALIF.**—John L. Maynard and Howard Vendeville are the new owners of Launderite, 66 W. Hays, and will operate it on a self-service basis.

**LAKEWOOD, COLO.**—Joe North, owner of Capitol Laundry and Dry Cleaners, has announced the opening of a store and plant at 7860 W. Colfax, and a pickup office at 10401 W. Colfax.

**PILOT POINT, TEX.**—Mr. and Mrs. W. B. Stallings have purchased Hammonds Laundry from Mrs. Melvin Hammonds.

**ARLINGTON, CALIF.**—Charles Franchini has purchased A & L Cleaners from Art Aghazarian.

**WALNUT CREEK, CALIF.**—Martinez Laundry and Dry Cleaners has opened its Plant No. 2 in the new shopping center on Gregory Lane at Pleasant Hill.

**SLATON, TEX.**—Brown Laundry has been moved to a new location at 165 W. Panhandle. Mr. and Mrs. J. L. Brown are the owners.

**AUBURN, CALIF.**—Mr. and Mrs. John M. Edge have sold their laundry to Mr. and Mrs. Alton M. Lewis.

**WESTWOOD, CALIF.**—Notice has been filed of the intended sale of LeConte Laundromat, 10968 LeConte Ave., by Morris Remen to Louis and Ava Ritner.

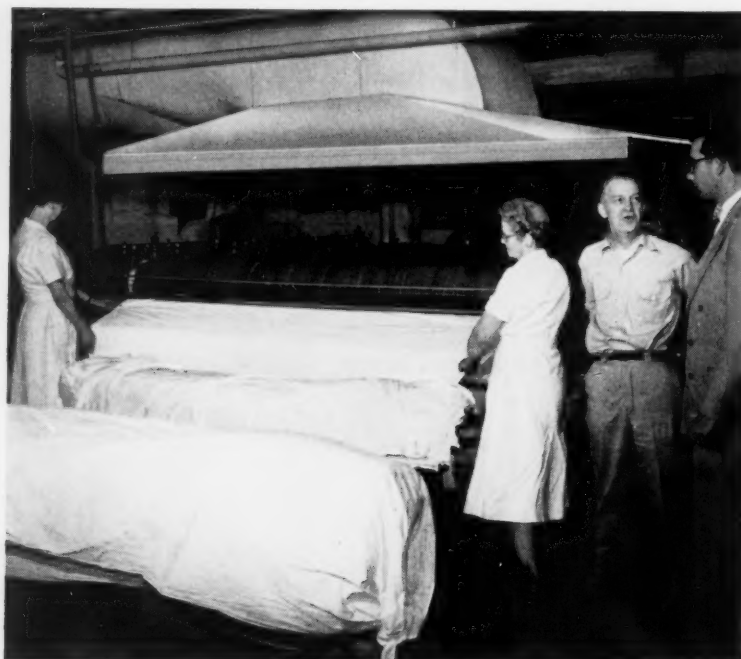
**NACOGDOCHES, TEX.**—New equipment has been installed in Banita Laundry and Dry Cleaning Co. Winford McKewen and Fred Davis are the owners.

**CASTLE ROCK, COLO.**—Max and Dorothy Stricker have purchased the laundry located at the corner of Third and Jerry Sts.

**VAN NUYS, CALIF.**—William A. and Opal I. Seoville have given notice of intention to sell Easyway Self Serve Laundry, 17265 Van Owen, to Isadore and Shirley L. Yudis.

**PLACERVILLE, CALIF.**—A new shirt unit was installed recently in American Laundry and Dry Cleaners. Roger Douvres is the owner.

**TOPANGA, CALIF.**—Larry Drennan has purchased Topanga Laundromat from Mr. and Mrs. Bruce Lislie.



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smoother finish on flatwork. With them you have fewer stoppages and changeovers. Each one is installed and maintained by a factory-trained specialist—and is backed by a written guarantee. Write or call for complete details. Start getting the advantages of R/M REVOLITE now.



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**WILMINGTON, N. C.**—Modern Laundry, Inc., has opened its third pickup station in the Hanover Shopping Center. In addition to its main plant at 118 S. 17th St., the firm has two other stations at 510 Castle St. and 1124 N. Fourth St.

**GAINESVILLE, FLA.**—Sale of Gainesville Laundry, Inc., to Fred Cone, operator of Ideal Laundry, has been announced.

**FT. MYERS, FLA.**—Washing Well has been opened on San Carlos Blvd. by Merrill Hires, Jr.

**FT. LAUDERDALE, FLA.**—William E. Mercer, formerly advertising manager at the American Institute of Laundering, Joliet, Ill., has been named advertising manager of Warren Laundry.

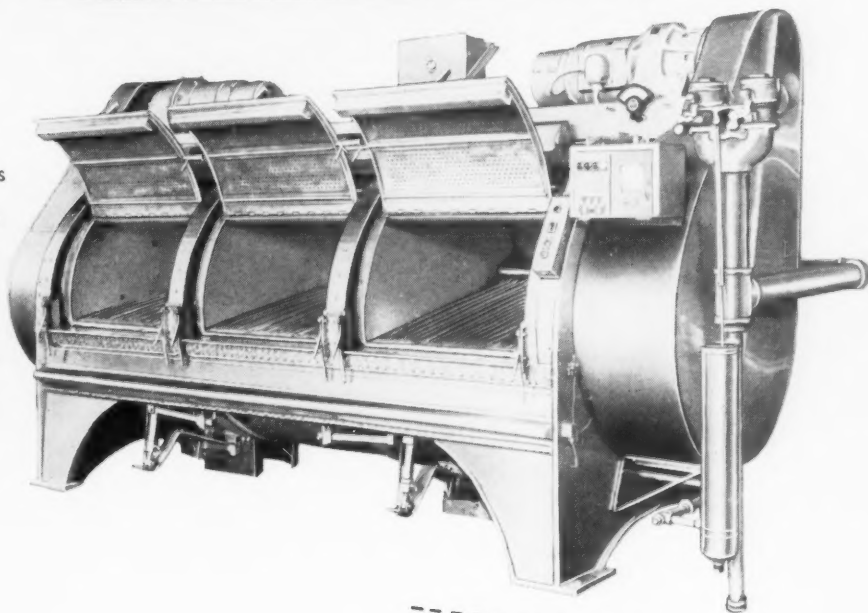
**BARDSTOWN, KY.**—Harvey Barnes has bought the interest of his partner, Lloyd Meyer, in Bardstown Laundry & Dry Cleaners.

**COCOA, FLA.**—Palm Laundry & Dry Cleaners, 420 Willard St., owned by M. B. Green, and managed by his son, M. B. Green, Jr., celebrated its twenty-fifth anniversary recently.

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The secret lies in the superb engineering, the simple, rugged design. Yes, C/L washers mean an end to mechanical breakdowns... plus many other exclusive points of superiority. Check the partial list at the right—then write, wire or phone for the complete C/L story today! It's an eye-opener... a money saver!

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- ① C/L EVERTITE CYLINDER DOOR LOCK.\* Won't loosen under heaviest pounding! Split-second action! Gives far greater sealing pressure!
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  - ③ C/L RIGID FRAME.\* Unique cradle suspension gives you practically noiseless, vibration-free operation!
  - ④ C/L COMPRO-SEAL\* Shell Door Assembly. The shell door assembly, for standard or low front machines, that's really splashproof!
  - ⑤ C/L CYLINDERS are arc-welded of the finest MONEL METAL or STAINLESS STEEL. Sturdy, simple, indestructible.
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# Is Your Well Running Dry?

Chemical cleaning can revive production where certain types of problems exist

By JOSEPH C. McCABE

THE WELL represents a common source of water for many plants, especially for those that are either too far removed from city water mains or require large quantities of cheap water.

Unfortunately, the well is not always a reliable water source. It may produce handsomely for a while and then gradually peter out. This development need not be final. There are steps which can be taken to revive its productive capacities.

The recommended procedure should be one that follows the "first-things-first" approach. The first thing to check are the mechanical aspects: Check on the worthiness of the well pump. Does it deliver design pressure at the rated r.p.m.? Is the impeller clearance adjusted properly? Could

pump failure be due to a hole in the tail pipe? A hole in the water column above the pump may cause part or all of the water to by-pass back into the well.

When mechanical devices are not to blame, check to see if water is still available in the formation. If it is, then it is safe to conclude that the water simply cannot come into the well. If the loss in production has been gradual with an ever increasing drawdown, then the flow may possibly be blocked by either (a) plugged screen, (b) consolidation or a collapsed formation. At this point the well-owner has two choices, either to drill a new well or to attempt to revive the existing well by chemical treatment. This treatment is known as "acidizing" a well.

While many factors enter into the decision, acidizing is economical enough to use where the facts indicate that the loss in production is due to a clogged screen or formation difficulties.

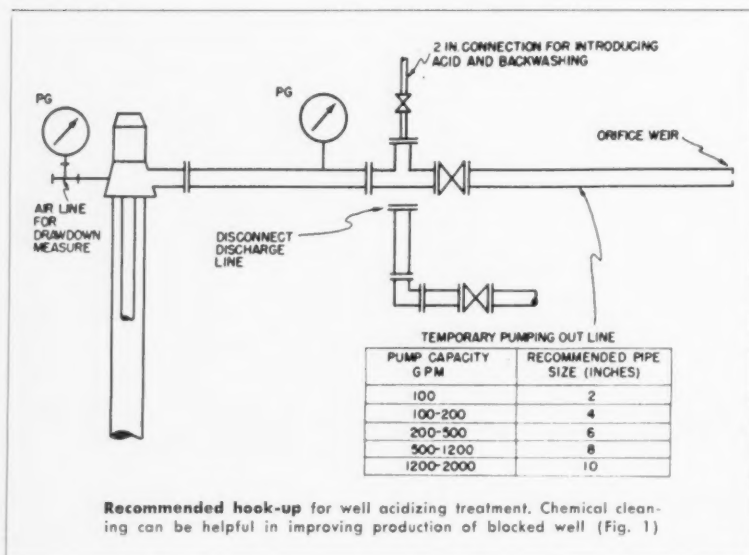
If you elect to use chemicals be sure to get an expert's advice before you go ahead. An overdose may pollute the water bearing strata for all your neighbors. It doesn't take much imagination to guess what a spot that will put you in. What's more, you can spend a lot of money on a chemical-cleaning job and not get much in return unless you do it right and use the proper materials.

### Clogged screens

The mechanics of these clogging actions are relatively simple. Water, in flowing through the earth, dissolves certain metals commonly found in soil. Dissolved gases such as carbon and sulphur dioxide are also present. When these are released by a decrease in pressure resulting from a low hydrostatic head at the well, they combine with the metals to precipitate oxide, sulphide and carbonate compounds on the screen and formation face and even in the flow channels of the formation surrounding the well bore. This is especially true when a well is operated with too heavy a drawdown. In these cases the screen has been exposed to the air and scales up completely in a very short time.

### Consolidation

Fine sand and silt will also bridge and cement in the screen slots and formation. This condition may be due to a number of causes; the nature of the formation, over-pumping or poor





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For all normal trap requirements, pressures to 400 and 600 psi.



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For light loads on tracer lines, steam mains, small presses, etc.

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For heavy loads requiring extra high capacity steam traps



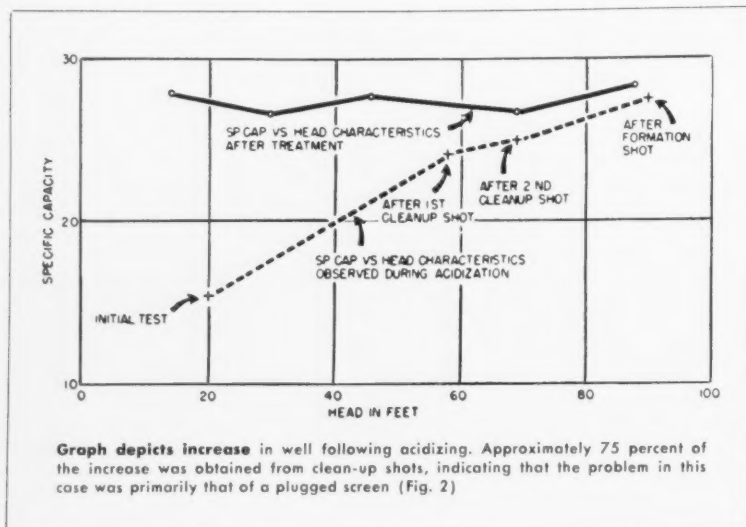
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development of the well when drilled. Cases are known where this consolidation has been evidenced at distances ranging from a few inches to as much as 25 feet from the well bore.

Plugging may also result from bacterial growths. This condition doesn't happen often but when it does, it should be recognized that acid is not effective. Some form of chlorination is generally preferred and, following this, acidizing may be in order to bring the well in at an increased capacity.

### Chemicals and auxiliary agents

It is difficult to discuss chemicals without giving consideration to the various formations and conditions encountered in acidizing. Basically, however, inhibited hydrochloric acid is used along with auxiliary agents that give special properties and provide better results than when acid is used alone.

Hydrochloric acid has several distinct advantages over other mineral acids which could be used for this purpose. Among these advantages are its relative ease of handling and inhibition, the solubility of its reaction products and its compatibility with various chemical additive agents.

### Use of inhibitors

Raw hydrochloric acid attacks metals, particularly iron and steel. In order to prevent this attack on metals encountered in well equipment, an inhibitor should be used. This is a chemical agent that, when added to acid, reduces the attack on the metals to a negligible degree. In wells producing water for potable purposes,

special non-toxic inhibitors that leave no objectionable taste or odor must be used.

Stabilizing agents have found considerable use in water-well acidizing. Scales containing iron dissolve readily in acid, but as the acid becomes spent these soluble reaction products precipitate as voluminous iron hydroxide, with remarkable plugging characteristics. This phenomenon can be avoided by the use of stabilizing agents which prevent the precipitation of the iron, even if the acid should become completely neutralized.

Low surface tension of the solvent is obtained through the use of wetting and emulsion agents. These permit greater penetration of the acid into the voids and more intimate contact with the deposits, resulting in better and more complete chemical reaction. This property is most important when fine sand, oil or bacteria are present. The wetting agent allows the acid to penetrate such materials and, by dissolving the binding inorganic deposits, to bring about the disintegration and removal of such insoluble elements. This property is also of major importance in that it permits easier recovery and pumping out of the viscous spent acid, following the treatment.

### Methods of acidizing

It is necessary to determine first the volume of acid to be used on a well. Experience shows that a minimum volume of 15 percent acid, equivalent to 5 times the screen volume, is usually required to obtain the expected results. The volume and strength of the acid are also influenced by the solubility of the formation being acidized. Sandstone, chert or similar for-

mations, where the ratio of soluble calcareous material to insoluble material is low, generally require large volumes of weak acid, as the purpose of the acidizing is primarily aimed at removing the calcareous material.

Fundamentally there are two methods of acidizing screened wells: (1) treatments performed with the pump and water column pulled from the well and, (2) treatments made with the pump and water column installed in operating condition. In the first case, acid is introduced through a temporary line extending into the screen area of the well. The solution may be allowed to stand for several hours or overnight, or it may be agitated with air or a surge plunger. The spent acid is then removed with a bailer, or a pump is installed and the spent solution pumped from the well.

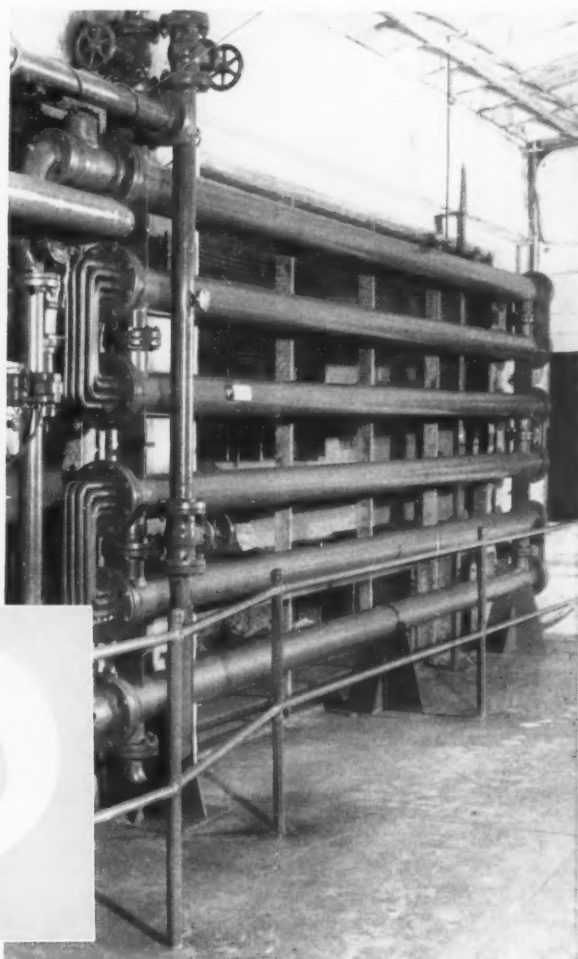
The second method requires that the regular pump unit be installed in operating condition, as the pump will be used in conjunction with the acidizing operation. The treatment is designed not only to clean obstructions from the screen and formation but also to redevelop the formation surrounding the screen. The well setup used with this method is detailed in Fig. 1 and the treating procedure usually employed is as follows:

1. A sufficient quantity of the acid, in concentrated form, is pumped into the well through the pump column, to give a 12 to 13 percent concentration of acid, after dilution by the water in the well bore. This is commonly referred to as the "cleanup shot." Its purpose is to remove the more readily soluble carbonate and sulphide compounds along with any iron oxide encrusted in the pump column and on the screen. This acid solution is allowed to stand in the well for a period of two to three hours. During this time, the well is surged every 30 minutes. This is accomplished by running the pump just long enough to lift the acid to the surface and then stopping the pump to allow the fluid to fall back into the well. This produces a scrubbing action up and down the screen, as well as a lateral motion through the screen that helps to clean up the formation face and the screen slots.

2. At the conclusion of this soaking period, the well is operated until the water runs white. If during this first cleanup shot the acid spends very rapidly, say in an hour or so, and if there is evidence of much reaction foam or gas, it is then felt that the screen must be very dirty and a sec-

*Continued on page 72*

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... a Bready System  
of Waste Heat  
Recovery is your  
ace  
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Above and beyond these advantages, a Bready System balances the hot water system by normalizing flow rates. High volume hot water is also uniformly supplied at specific temperatures and fill time is greatly reduced. Maintenance is at a minimum—cleaning of the system is automatic!

Get all the facts on a Bready System as it applies to your plant. Write, wire or phone for complete details, or a free plant survey.



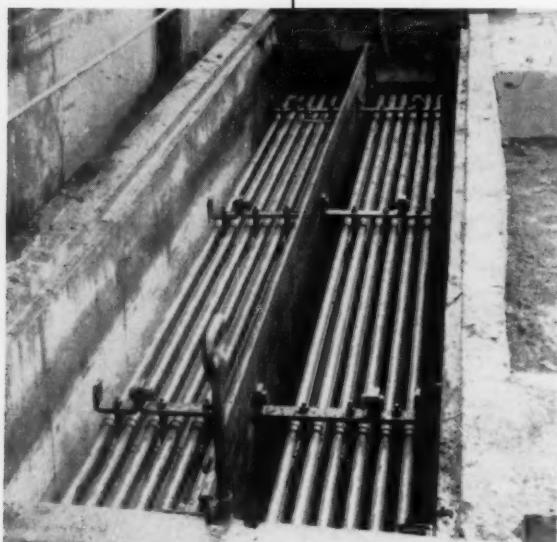
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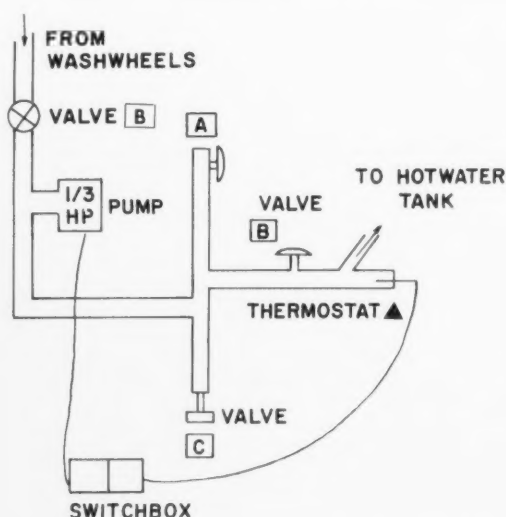


Efficient Whitlock Preheaters are saving cost-conscious laundry owners thousands of dollars each year. Why not ask your local Whitlock engineer how they can save money for you, too? We'll gladly study your requirements and recommend the proper size preheater. Or write for Bulletin 51 for complete information. The Whitlock Manufacturing Co., 90 South Street, West Hartford 10, Conn. New York, Boston, Chicago, Philadelphia, Detroit, Richmond. In Canada: Darling Brothers, Ltd., Montreal.

# Whitlock

**PREHEATERS & WATER STORAGE HEATERS**

## Cut-Off Controls Temperature and Rust



**How it works:** Temperature is controlled by thermostat which activates switch shutting off pump when water temperature falls below 165 degrees F. To check rust formation, silicate is injected into the line at point (A) after closing valves (B). Valve (C) is used to drain water from line when (B) valves are closed.

Small plants equipped with a battery of individual washers often experience difficulty in keeping water at the proper laundering temperature. It may be hot enough when it first leaves the water tank but a certain amount of heat is lost on the run to the washers.

One solution, of course, is to insulate the piping. But this isn't always practical.

One laundryowner, operating eleven 25-pound washers, found the following simple hook-up quite satisfactory. Not only in controlling water temperature but in checking rust as well.

**Temperature Control:** To control his water temperature, he built a thermostat into the coldest point just before it re-enters his 660-gallon hot water tank. Whenever the temperature falls below 165° F. it activates a switch which shuts off the 1/3 hp. pump. The pump stays off until the water heats up to the proper temperature.

**Rust Prevention:** To prevent the development of rust in the line, he built in a cut-off which allows him to introduce a silicate solution into the system each night. (In this particular instance about a 1/2-pint dose is considered sufficient.) The silicate clears the rust and is said to give the pipe a protective coating.

**Caution:** If you have rust in the line, the use of silicate may aggravate the condition until all the rust is removed. Once clear, however, no drain-off will be required in the morning. Supply men can recommend the type of silicate best suited for your needs.

*Continued from page 70*

and cleanup shot is used, much after the pattern of the first. The entire purpose of the cleanup shot is to completely remove the deposits from the internal surfaces of the well, so that they will not be carried as reaction products into the formation.

3. The remainder of the acid, amounting to approximately 75 percent of the acid used in a treatment and known as "the formation shot," is diluted to 15 percent and pumped



down the column. It is then displaced into the formation with a volume of water roughly equivalent to that of the screen.

4. The spent acid is then pumped from the well and the well pumped for several hours before turning back into the main.

#### Importance of backwashing and surging

As stated above, the well should be pumped for an extended period even after the pH has returned to normal, and the water is clean. Many failures are believed to be due to insufficient pumping following the treatment. During this period, removal of loosened material is made much more effective by surging or backwashing.

There seems little doubt that a gravel-treated well is a better producer regardless of how it is conditioned, whether by the double-casing method, air, through pilot holes or by natural development with the pump alone. The result, by any of these methods, is to establish a stabilized bed of coarse, uniform-sized particles around the screen which will yield and hold more water than would a mixture of sand and gravel. Initially, the well is ideal for maximum water production; however, in time the silt and fine sand behind the gravel are pulled in again to occupy the voids in the coarse gravel, and to bridge and cement on the screen and in the formation. This is probably the condition of the formation at the time the well is acidized. On the assumption that the acid successfully dissolved the oxide, sulphide, and carbonate binding materials, all that remains to be done is to work the smaller particles out of the gravel, immediately surrounding the screen.

To perform the acidizing treatment properly, it is necessary to have a discharge pressure gauge, an orifice meter or some other satisfactory method of measuring production rate and an air line to record drawdown. By observing the data obtained by these three instruments, it is possible to follow the course of the treatment and determine the next step.

Figure 2 gives a graphic representation of the amount of useful production that may be obtained from a well at different pressure heads. The dotted curve shows the increase in specific capacity as observed during the acidizing treatment. Unlike the well discussed above, approximately 75 percent of the increase was obtained

## the DOMESTIC LAUNDRY now uses ANDERSON TRAPS *Exclusively!*



"they give us  
**MAXIMUM SERVICE!"**

Another outstanding laundry, The Domestic Cleaning & Laundry Company, Cleveland, Ohio, is now using Anderson Super-Silvertop Steam Traps exclusively! Mr. R. F. Engel, General Manager, sums up his preference as follows: "They give us a maximum of service with very little trouble."

Everywhere laundries are changing over their traps to Anderson Super-Silvertops. They like their exclusive engineering features such as a patented guided bucket arrangement which guarantees positive leakproof seating of valve, and results in longer life. Furthermore, Super-Silvertops are installed straight in line or as an elbow in any size saving on fittings and installation time. Thus instead of laboriously removing traps from a pipeline, the maintenance man can open and clean a Super-Silvertop without disturbing a single pipe fitting! Save money. Get longer life from your steam traps. Specify and buy longer-lasting Super-Silvertops!



**THE NEW WAY**  
Notice the simplicity and saving in fittings.



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Notice how bottom inlet requires complicated piping.



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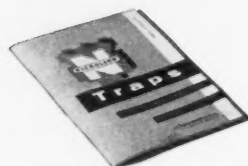
STEAM TRAPS

The Engineered Steam Traps



Nicholson *steam trap* quality gives you . . .

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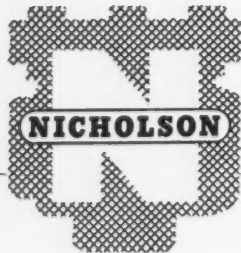


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Nicholson quality . . . throughout . . . means the extra strength, extra capacity, extra stamina that never let down. And, Nicholson quality pays off, when it comes to discharging condensate and air from washing and ironing steam lines and equipment . . . most efficiently, dependably, economically.

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from the cleanup shots, indicating that the problem was, in this case, primarily that of a plugged screen.

In many instances, wells are completed in formations that do not yield sufficient amounts of water due to low permeability of the rock or improper well completion method. If it develops that the cause of the low production rate is due to low initial permeability of the water-bearing formation, tests should be made on samples of the formation to determine the effectiveness of an acidizing treatment.

If the low production rate is caused by mudding-up of the face due to the completion method, a large increase may be obtained by a chemical treatment using chemicals capable of dissolving and disintegrating the mud sheath, as well as any mud that may have entered the formation.

Deep wells completed into dolomite or sandstone formations can be treated to make these formations give up more water. Other well-stimulation methods may yield even better results in such cases. These include perforating, fracturing or combinations of these methods with acidizing. Successful treatments have been made whereby fracturing of a consolidated formation was accomplished by pumping in a viscous solution containing sand. This procedure requires high injection pressures, in order to lift the overburden and create new flow channels to the well bore.

The sand serves to prop open the fractures after the pressure is released. The viscous solution is removed by pumping after dilution with the formation water has taken place. Operators having deep wells that are not producing at full capacity may find the above described methods are worth investigating. □□

## QUESTIONS & ANSWERS

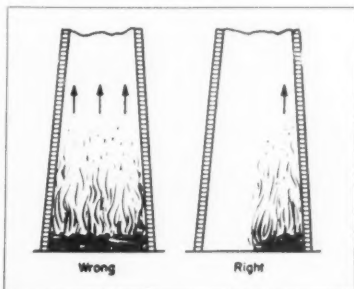
### Boiler Starting

Engineering Editor:

*This particular question is as old as the hills and you have probably never been asked to answer it because it seems anyone who owns a boiler should know the answer. But is there any surefire way of getting a good draft at start-up with a natural-draft furnace? We have a 125-foot brick stack and once we have a good fire going the draft is ample. At start-up, though, it's a different story.*

—Newark, N. J.

This question comes as no surprise, and with good reasons. To begin with, younger operators who have



been trained on packaged boilers or shipboard boilers, on coming to work in an older plant find they do not un-

derstand natural-draft operation nor the old brick stack. We have seen laundries that shut down over the week end send out the fireman to start a wood fire in the base of the old brick stack as the first order of business on Monday morning. Here is why:

The stack is full of cold damp air and the first wave or so of hot flue gas from the freshly started fire in the boiler meets with a damp resistance in the form of cold air. It is often resistant enough to kill off the draft through the boiler and spew back heavy smoke that spills out into the



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### FOR LAUNDRY AND DRY CLEANING PLANTS



Mr. Harold Bender, General Manager of the Swiss Cleaners, Indianapolis, Indiana, says: "I have seen a temperature reading in my plant of 120° F. at the hot heads, and after turning on units we had an 85° F. temperature of the air coming to the operator as he or she is working. That condition gives you the production that is necessary in extreme HOT WEATHER. A temperature drop of 30° F. gives you ideal employee relations and a much better QUALITY of work for happier customers."

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COOLING PERFORMANCE GUARANTEED ON FACTORY APPROVED PLAN . . . OR WE WILL ACCEPT A RETURN OF THE EQUIPMENT WITHIN 30 DAYS AT FULL VALUE AND REFUND IN CASH. Guaranteed to SUPPLY 100% FRESH—VITALIZED Air—COOLED 10 deg. F to 18 deg. F BELOW the OUTSIDE air temperature when it is 90 deg. F. or HIGHER outside.

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United States.

## BEAT THE HEAT DO IT NOW!

### GET THE FACTS TODAY!

**AIR COOLING ENGINEERING COMPANY**  
P. O. Box 744  
Evanston, Illinois

Send me complete details on how to increase my plant production during hot summer months.

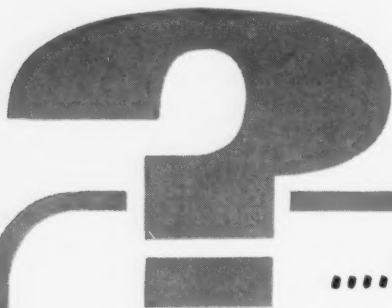
Name.....

Company.....

Address.....

City..... Zone..... State.....

DEPT. 5



## HOW CAN YOU GET 50% MORE FLOW

....from your present Zeolite softener?

**EASY** Refill with Invercarb C-110 resin. Gives you up to 10 times more gallons per regeneration — Gives you about 50% more gallons per minute. Ask us for free details.

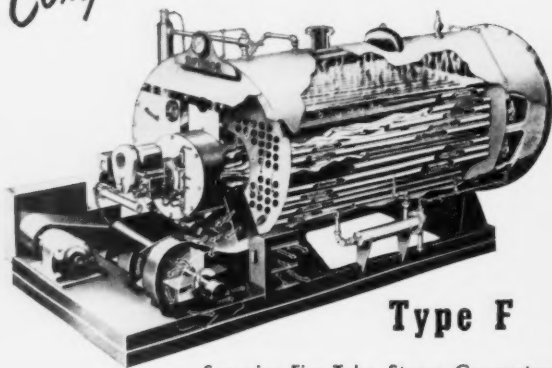
### WANT TO GO "ALL THE WAY?"

H & T Multiport valve automatic operation saves time — saves labor — makes automatic efficiency. Ask us about it. Over 2,000 laundries use it right now.

**HUNGERFORD & TERRY, Inc.**

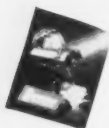
CLAYTON 8, NEW JERSEY

### Completely PACKAGED BOILERS



**Type F**

Superior Fire Tube Steam Generators are completely factory assembled and tested. Capacities range from 20 to 600 b.h.p. for steam or hot water heating and for industrial applications requiring pressures to 250 p.s.i. Built-in induced draft and full 5 sq. ft. of heating surface per b.h.p. provides efficient operation firing oil, gas or both.



Write today for details in Catalog 781F

for performance you can **BANK** on

SUPERIOR COMBUSTION INDUSTRIES INC.  
TIMES TOWER, TIMES SQUARE, NEW YORK 36, N.Y.



## STOPS RUST

*in steel tanks*

Pre-Krete, an amazing new cement lining, stops corrosion . . . gives new years of life for almost-worn-out steel tanks . . . saves up to 90% over the cost of a new storage water heater! Special Formula C-17 Pre-Krete won't shrink, crack or flake regardless of water conditions or temperature fluctuations. And you do-it-yourself. Just add water and trowel it on. Let it "cure." Your tank is back in service in 24 hours. Amazing Pre-Krete has been proved on the job, too. It's standard in world-famous Patterson-Kelley cement-lined hot water storage heaters. For complete information about this inexpensive cement-lining process, ask for bulletin 1012.

**pocono fabricators, inc.**

East Stroudsburg, Penna.

2580



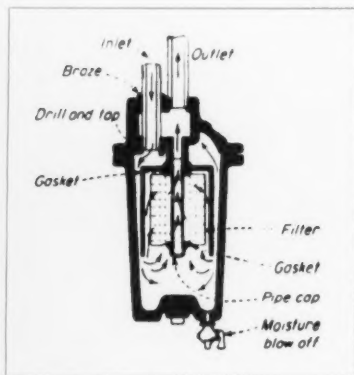
boiler room. The wood fire at the base of the stack confines this initial smoking to the stack itself and eventually the warm air cuts through and the draft is established.

While we're on this subject we heard of one instance that brings home a very good point to remember in establishing this wood fire at the base of the stack.

Years ago a large veterans' hospital in western Massachusetts was trying to heat up a new stack to get draft, but ran into trouble. The brick stack cracked about 7 feet from the top, probably because the brick heated up unevenly. The sketches show the start-up problem and the solution. The sketch on the left has the stack fire built across the full stack, the right just part way.

At left, the fire has to try lifting cold air across the entire cross-section of stack. At right, only a partial cross-section has to be lifted at the start. This gives positive circulation a chance, which results in thorough heating of the full stack cross-section.

As the sketches show, once the stack and the air in it have been heated the stack will draw a good draft. The wood fire is allowed to burn itself out and boiler operation proceeds with no difficulty.



### Compressed Air

Engineering Editor:

*In your recent articles on compressed air you spent considerable time in talking of ways and means of keeping the moisture out of compressed-air delivery lines. The attached drawing shows a scheme we have, making use of an old steam trap. Perhaps your readers will be interested.—Kansas City, Mo.*

This particular idea is a rather ingenious one and we repeat it here for the reader's use. If compressed air is used for equipment operation and long supply lines are employed this arrange-

ment has definite merits. You will note the writer built an air filter for air-operated controls from an old steam-trap body and an automobile oil filter. Dimensions are not given because the size of this filter probably depends on the size of the trap body, but it should work very well.

The  $\frac{3}{4}$ -inch inlet pipe is screwed through the original 1-inch opening into a tapped opening in the trap cover's partition. This hole must be both drilled and tapped through the 1-inch opening. After the  $\frac{3}{4}$ -inch inlet pipe is tightened into place, it is

brazed to the top of the cover so it is pressure-tight.

Air flows through this nipple and over a welded steel sleeve, picking up velocity in the restricted area between the inside of the trap body and sleeve. Increased velocity at this point would tend to throw out particles and water droplets. Passage of the air through the oil filter probably helps remove the rest of the moisture and oil. This filter permits a periodic changing of the filtering elements.

Daily blowdowns could be made to remove accumulated moisture.

## PROBLEM:

**Do you require  
high-speed generation  
of hot water  
for your laundry?**

## SOLUTION:

**Install highly efficient,  
dependable compact  
BURKAY  
GAS WATER  
HEATERS**



**BURKAY MODEL 718**  
High Speed hot water generation  
Input: 420,000 BTU per hour  
Recovery: 403 gal. per hr.  
(100° rise)  
Compact: 68" high, 27" diameter



Two of the four Burkay Model 718 Water Heaters plus a 350 gallon Permaglas Water Storage Tank installed at the West Side Laundry, Lafayette, Indiana.

No longer is it economical to heat laundry water by old-fashioned, costly steam system methods. Now, you can heat all of the clean, hot water you need quickly and inexpensively the modern A. O. Smith Burkay way! Using Burkay Commercial Water Heaters you can now save thousands of dollars yearly with a very modest first cost. Standardize on Burkay, today.

The Burkay line of commercial, gas-fired water heaters provide such exclusive features as non-corrosive construction, fully automatic controls, complete safety protection, and exceptional operating economy . . . makes them reliable units and a sound investment for your laundry. The Burkay line of water heaters are proven favorites across the nation.

For substantial savings in generating hot water, it will be worth your while to investigate the Burkay line for your laundry.

**A. O. Smith also manufactures a complete line of Permaglas Large Volume Water Storage Tanks for rust free hot water service.**

**WRITE FOR THE COMPLETE BURKAY WATER HEATER STORY FOR LAUNDRIES**

Through research  a better way

**A.O. Smith**  
CORPORATION

PERMAGLAS DIVISION  
KANKAKEE, ILLINOIS

**A. O. Smith Corporation**

Permaglas Division • Kankakee, Illinois, Dept. S. L. J.-456

Gentlemen: Please send me complete information about Burkay for laundries.

Name \_\_\_\_\_

Company \_\_\_\_\_

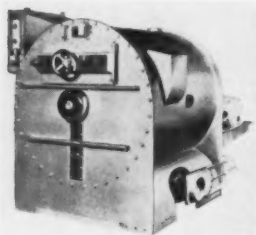
Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

# NEW PRODUCTS and LITERATURE

## Braun Combination Unit



The new Braun Unit Wash combination washer-extractor washes, extracts and shakes-out the load in one continuous operation, according to the manufacturer. The three combined activities are said to require 45 minutes to complete.

The 1956 models of the unit are available in 35-40, 50-55, 100 and 200-pound capacities dryweight. They are equipped with precision controls for fully automatic, semi-automatic and manual operation.

Additional information on the automated Braun Unit Wash is available from G. A. Braun, Inc., Empire Building, Syracuse, N. Y.

## Whitehouse Dacron Tape

Whitehouse Nylon Products has announced the introduction of "Dex," a new all-dacron flat-work ironer tape. Tested in commercial plants, the tape is

said to outlast nylon at least two to one.

Dex practically eliminates shrinkage and stretching of tape, thus reducing breakage and down time on ironers, according to the company. It is said to be highly resistant to heat.

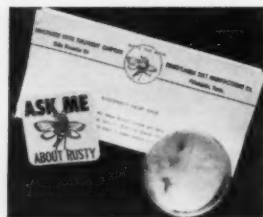
The product comes individually boxed in 100-yard rolls. Additional information is available from Whitehouse Nylon Products, 360 Furman St., Brooklyn, N. Y.

## Worthington Issues Specification Sheet

Worthington Corporation has announced the availability of a specification sheet on its gas-fired year-round air conditioners in 2- and 3-ton sizes. The specification sheet gives complete dimensions and operating data for the unit which provides winter heating and summer cooling and features a completely automatic control.

Request bulletin #C-1100-S100A-P from Advertising & Sales Promotion Dept., Worthington Corporation, Harrison, N. J.

## Pennsalt Spring Campaign



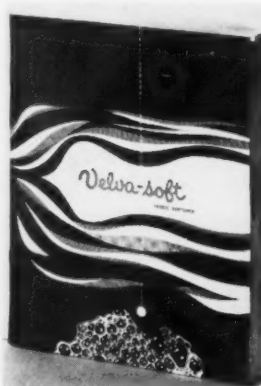
Sales promotion materials for Pennsalt's spring moth-proofing campaign include a roguish animated cartoon moth named "Rusty" and an exhibit containing live moth larvae. The materials are giving support to laundries using Pennsalt's moth-proofing sour, Erustocide.

Rusty, appearing on sample

press releases, direct mail literature, radio and TV spot announcements, laundry bundle inserts, counter stands, local newspaper ads and an attention-getting routeman's button, is the central theme of the campaign designed to help laundries sell more blanket business this spring.

Laundry routemen will wear a large button bearing the message, "Ask Me About Rusty," and will carry the live moth exhibit, sealed in clear plastic and containing a piece of blanket wool, half of which is treated with Pennsalt Erustocide.

## The Velva-Soft Story



The story of Velva-Soft is told in a booklet prepared by the Industrial Soap Department of Armour and Company, 1355 W. 31st St., Chicago 9, Ill.

The booklet also gives directions on the three methods for using Velva-Soft. Professional power, linen supply, industrial, institutional, diaper and neighborhood automatic laundries may derive benefits through the use of this product, according to the company.

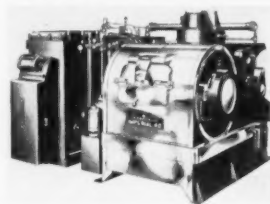
## Permafiber Folder

Permafiber Corporation has released a new advertising folder on its marking-tag stock. It has been sent to over 32,000 plants and supply jobbers throughout the United States and Canada.

With a carnival theme as its subject, the folder is lithographed in four colors on both sides. Printed swatches of Permafiber in each of the nine colors and the new white are inserted.

Additional information is available from Permafiber Corporation, 450 Seventh Ave., New York 1, N. Y.

## Prosperity Imperial 60

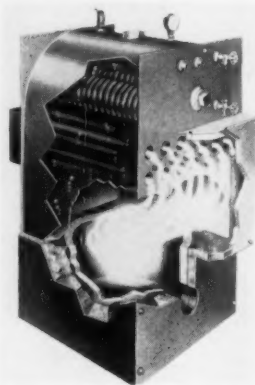


The optimum in drycleaning can be achieved with the Imperial 60 Unit, according to its manufacturer, The Prosperity Company, Inc., Syracuse, N. Y.

Now in full production, the Imperial 60 is said by its manufacturer to be the only 36-by-36-inch, open-pocket, reversing, fully automatic, full recovery synthetic cleaning unit of its type.

Its features include variable solvent levels, extractor interlock, safety key-loc door as well as the Prosperity Formatrol. Additional information is available from the company.

## Portmar Extends Water Heater Line



Portmar Boiler Company Inc., 193 Seventh St., Brooklyn 15, N. Y., has announced the extension of its WH Series line of Tankless Twin Coil Volume Water Heaters. The company reports that the line can now automatically supply large quantities of instantaneous, sanitary hot water through copper coils, without a storage tank, for every size and type of building.

Supplied with an oil or gas burner and built to A.S.M.E. Boiler Code specifications, WH Series self-contained water heaters are available in 14 sizes, delivering hot water from 300 to 6,000 gallons per hour at 100-degree rise.

When two temperatures of evenly tempered instantaneous hot water are required, 140 degree for general use and 180

## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

# ***you sell satisfaction...***

...so do we. We've been satisfying the bleach requirements of leading commercial and institutional laundries for over 25 years with HTH®.

Today, there are three HTH quality bleaches to give every laundry operator the product that best suits his needs: *HTH Granular* for preparation of stock solutions; *HTH Soda Bleach Mix*, a pre-proportioned bleach and soda ash mix; *Ad-Dri*®, the modern bleach that's added dry directly to the washer.

Suit yourself and satisfy your customers by using HTH quality bleaches. All three perform effectively and economically. All three provide maximum whiteness retention with minimum tensile strength loss. We'll gladly send you further information and the name of your nearest supplier... write today.



**MATHIESON CHEMICALS**  
OLIN MATHIESON CHEMICAL CORPORATION  
INDUSTRIAL CHEMICALS DIVISION • BALTIMORE 3, MD.

3932





## New Lane Laundry Truck with Automatic Lift INCREASES FLATWORK-IRONER PRODUCTION—DECREASES WORK FATIGUE

The new Lane Style 48F Flatwork-Ironer Truck with Automatic Lift is designed to fit in pairs, end to end, under ironer feed roll. The automatic lift keeps work at truck rim level, enabling workers to feed flatwork onto the roll continuously without slowing down to bend over or turn around. It speeds up production, cuts down workers' backaches and fatigue.

STYLE 48F FLATWORK IRONER TRUCK is made from heavy Lane canvas, plasticized, and securely sewn and riveted to the special Lane patented spring steel frame with double riveted hardwood bottom to which heavy-duty swivel, rubber wheel casters are mounted.

SPECIAL AUTOMATIC LIFT is designed to handle a 350-lb. load of damp work. This lift is a plasticized canvas platform with light spring steel underframe, suspended from spring lifters which hook over the truck rim. Spring lifters are encased in sleeves to prevent damage to laundry.

To be SURE of the best, INSIST ON  
LANE Style 48F Flatwork-Ironer Truck with the Automatic Lift.

Write for information.

3165

Canvas Basket Craftsmen Since 1894

# Lane

W. T. Lane & Bros., Inc., Poughkeepsie, New York

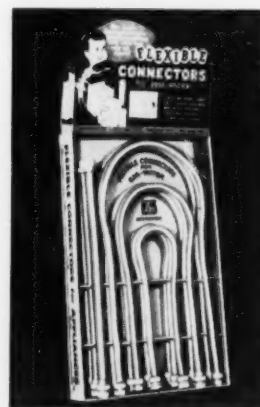
degree sterilizer-rinse, both can be supplied from the same Portmar water heater, according to the company.

### Prosperity on MacIntosh

The Prosperity Company, Inc., of Syracuse, N. Y., has released a folder that spotlights the findings of the recent MacIntosh report and suggests that plantowners use it in defense against the charge of "murdering" customers' clothes.

The MacIntosh Associates, a group of Pennsylvania and Florida laundryowners and operators, told the laundry industry this year that it was not producing a product really acceptable to the public.

### Cobra Flexible Connectors



Cobra Metal Hose is offering its new flexible connectors, made of seamless copper and brass tubing, for gas and water equipment. Said to be truly flexible, kinkproof and leakproof, the connectors attach easily to equipment. Various lengths, diameters and fittings are available to meet all specifications.

An attractive point-of-sale floor display that holds up to 36 connectors in various lengths and a colorful table counter and window display (illustrated) that holds 12 connectors in 4 lengths are ready for dealer use.

Additional information is available from Cobra Metal Hose, 4640 W. 54th St., Chicago, Ill.

### Meyercord Truck Decal Book

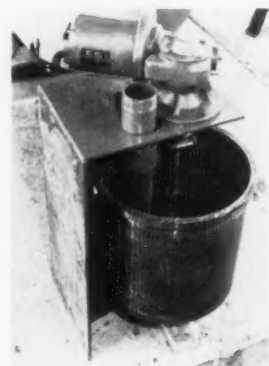


The new Decal Truck Sign book just published by The Meyercord Co. shows a large number of actual Meyercord decal truck sign installations. All trucks illustrated are reproductions of Kodachrome photos. Included are many highway trailer trucks and smaller panel delivery trucks.

The purpose of the book is to show how to save substantially over the cost of hand-painted signs and how installation of Meyercord Decal Signs reduces truck layup time to a matter of a few hours, according to the company.

A copy of the new full-color "Ads on Wheels" brochure is available on request on company letterhead to The Meyercord Co., 5323 W. Lake St., Chicago 44, Ill.

### P-K Centrifugal Screener



The Patterson-Kelley Co. advises that costly shutdowns in industries where waste water clogs equipment can be eliminated with the use of its Roto-Screen, a new centrifugal screener.

The p-k centrifugal self-cleaning water screening device offers a solution to the problem of removing objectionable matter from reusable solu-

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.



tions in a broad variety of process industries, according to the company.

The Roto-Screen is a perforated steel cylinder with an enclosed bottom. Installed in a sump and rotated at high speed, its "basket" forces away the solid particles in suspension, by centrifugal force, allowing clear liquid to be pumped through the basket and delivered to the heat reclaimers.

The basket is rotated by a drive shaft from a gearhead motor. The electric motor can be supplied to meet current characteristics of individual plants. It develops ¼, ¾ or 1 hp., corresponding to the three

basket height sizes: 18, 24 and 27 inches. The smallest size will handle 50 g.p.m. and the largest 600 g.p.m. For larger capacities, the use of multiple units is recommended.

The motor and basket, together with a suction nipple threaded to receive a pump fitting, are mounted on a special bracket secured with anchor bolts to the sump wall. The top rim of the basket is well above the water line in the sump to prevent surging during operation.

Additional information is available from the Patterson-Kelley Co., Inc., 1520 Gaylord Ave., East Stroudsburg, Pa.

## Bubbles Identify Work Unit



Three small holes bored in the head of this collar press identify the work finished by this shirt unit at New England Laundry Company, Hartford, Conn.

The holes cause three tiny blisters to form inside the collar when the head is brought down. When there's any question on the quality of work performed the inspector has merely to count the number of bubbles to determine which unit handled its finishing.

The collar "mark" makes it unnecessary for the inspector to unfold the shirt and the "mark" goes unnoticed by the patron.

## Finlayson Resigns From CRI

Ernest W. Finlayson has resigned as managing executive of the Canadian Research Institute to accept a position with a laundry and drycleaning equipment manufacturer, according to an announcement by the CRI board of directors and executive committee.

Margaret Daechsel, secretary-treasurer, has been appointed to the position of assistant managing executive. Arrangements for Mr. Finlayson's replacement are being made.

## SBA Limited Loan Plan

Wendell B. Barnes, administrator of the Small Business Administration, recently announced a new program of financial assistance—up to a limit of \$15,000 in Government funds plus a share from the borrower's bank—tailored to the needs of small shops particularly in the service, retail and wholesale trades.

The new program, known as the Limited Loan Partici-



## Most people "Remember the Alamo,"

*but...* do they know where to find you when they need a laundry, cleaner or dyer? Use the 'Yellow Pages' of your telephone directory to tell them your name, address, telephone number and the special services you offer.

The 'Yellow Pages' are America's most used buying guide—have been for more than 60 years. And millions of messages in 17 leading national consumer magazines are reminding men and women at home and in business year after year to find you fast in the 'Yellow Pages.'

That's why it pays to advertise under every 'Yellow Pages' heading that can mean more phone-in or walk-in business for you.

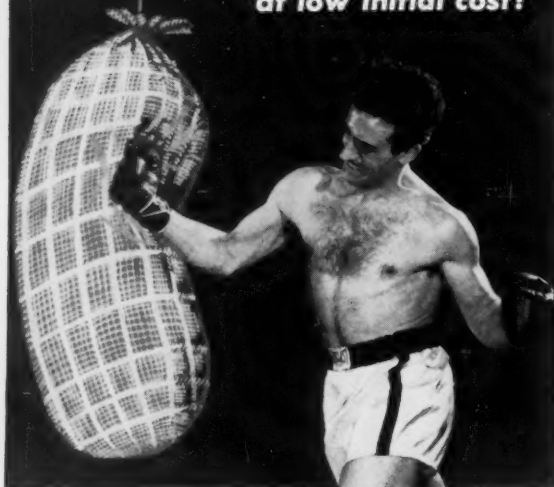


Ask the "Classified" man for dollar-and-cents data on 'Yellow Pages' advertising. He can be reached through your telephone business office.



# BUILT TO TAKE PUNISHMENT

**Strength & Endurance  
at low initial cost!**



## **Cotton LAUNDRY NETS by ANCHOR-ROME do the best job in your washer**

- Stick to the wheel for thorough 'washboard action'
- Lower initial investment
- Do not snag easily
- Open LENO mesh allows greater penetration
- Proven by years of experience

### **NYLON also available!**

Have you tried our nylon LENO net #803... now in its second year of service to many satisfied customers.

Ask your supplier today about our 8 lb. net #796, specially designed for diaper laundries.

## **Iselin-Jefferson Company, Inc.**



Selling Agents

**MAIN OFFICE: 90 WORTH STREET, NEW YORK 13, N. Y.  
UPTOWN OFFICE: 1430 BROADWAY, NEW YORK 18, N. Y.**

ATLANTA BALTIMORE BOSTON CHICAGO CLEVELAND DALLAS DETROIT LOS ANGELES  
MONTREAL PHILADELPHIA ST. LOUIS SAN FRANCISCO TORONTO

pation Plan, has been tested by the SBA on a trial basis since July 6, 1955, and has been approved by its Loan Policy Board. It is designed to provide term bank-participation loans to very small firms, such as drycleaning establishments, retail stores, repair shops, restaurants and similar enterprises. Interest on these loans was set at not more than 6 percent, with the requirement that the borrower's bank take at least a 25 percent share of each loan.

Mr. Barnes explained that the Limited Loan Participation Plan was designed to provide financial assistance for longer periods to very small firms which need additional funds for expansion, modernization, acquiring new fixtures and parking facilities, adding a second location or additional inventories and other purposes. Under the plan, five-year loans can be made to these establishments provided they have a good enough past earnings record to show that the loan can be repaid. These loans may run as long as five years, Mr. Barnes said, a maximum term selected by the SBA because a survey of the credit needs of small firms showed that credit from one to five years is the type of loan that would meet most of their requirements.

Security, required in all cases, of any type may be considered, but the participating bank will handle the details of appraising and obtaining the proper security for the loan.

### **Change in Chicago Group**

John T. Toomey, executive secretary for 33 years of the Chicago Laundry Owners Association, has tendered his resignation, effective July 31, 1956, for reasons of health. Ralph K. Pettibone, who has been with the association as field secretary since February 1946, has been appointed Mr. Toomey's successor.

### **Albany Management Conference**

A team of staff members of the National Institute of Drycleaning will travel to Albany, N. Y., to conduct a two-day management conference for Northeastern operators April 21 and 22. The conference will follow the New York State Launderers & Cleaners Association convention scheduled for April 19 and 20.

Three main areas of management concern will be treated during the sessions—production management, supervision and cost control. Production management problems will include methods analyses, plant layout, wage incentives and lot-system production control.

### **Jacksonville Dinner Meeting**



Some 50 members and guests attended the Jacksonville (Fla.) Laundry & Cleaners Association, Inc., annual meeting, held in the form of a dinner honoring E. M. Tillman, Tillman Laundry & Cleaners, president of the group for the last four years.

Principal speaker W. E. Crowson, president of the Florida State Institute of Laundering and Cleaning, discussed "The Value of the Local Association."

Officers elected for the coming year are M. J. Bono, Bono

Cleaners & Dyers, president; P. M. Burroughs, Duval Laundry & Cleaners, vice-president; T. C. Allin, New York Laundry, secretary, and R. H. Gilliland, Flagler Laundry, treasurer.

During Mr. Tillman's four years of presidency, the Association has continued its member employment service, established a mediation board in connection with the Better Business Bureau, and sent Fabric Facts to its leading stores on a regular basis, set up a complete file of members' laundry and drycleaning marks and placed it at the disposal of law enforcement officers. The Association also has helped to set up an on-the-job training program for deaf-and-dumb people and has started work on a vocational school in Jacksonville.

The Association is said to be the first in the area to be granted use of a seal showing cooperation with the Chamber of Commerce.

### **AIL Report on Pressing Problem**

Serious-minded laundrymen have a common goal—quality service. They also have similar problems.

Many ask: Would it be better to use specialized wearing-apparel press units or general purpose units? Is a two-, three-, or four-girl shirt unit more practical? How helpful are automatic shirt-folding tables? Should special equipment for the finishing of sport shirts be purchased?

The answers to these questions, plus other valuable factors to be considered in the selection of pressing equipment, are contained in the American Institute of Laundering's Special Report #215.

Now available to A.I.L. members for \$2.00 and to non-members for \$3.00 this 44-page booklet is entitled, "What Pressing Equipment Shall I Buy?" The report was written by Warren F. Archibald of the Production and Engineering Department of the Joliet, Ill., institution.

About half the booklet is devoted to shirt presses. Four pages describe sport shirt equipment. Included in this section are photographs and typical unit layouts designed to help the laundryman increase his business.

Special report #215 also deals with regular pressing equipment, its use, cost, precedence, obsolescence, layout, design, installation, operation, air requirements, heads, heat, buck pressure, padding, maintenance and guarantee. And it specifies, illustrates and diagrams general and specialized wearing apparel presses, linen supply presses, as well as equipment for pressing pillow cases, handkerchiefs, curtains, drapes and detached collars.

The report includes most of the known items of pressing equipment. The author points out that a considerable length of time was necessary for preparation and publication of the complete text. Therefore improvements and changes could conceivably have been made which are not mentioned in the booklet. Production figures or price lists of equipment are not included.

Every laundryman will find this booklet highly valuable. For the plantowner who is about to purchase new machinery, Special Report #215 is a must.

### **LSA Memorial Research Fund**

The Linen Supply Association of America has announced that the Chicago Towel Company has established a \$50,000 fund available to the LSA for use in research aimed at furthering the growth of the linen supply industry. The fund is in memory of F. W. Means, chairman of the board of the Chicago Towel Company until his death in 1955.

## **New!** **Safe • Easy** **BLEACHING**



### **a DRY Bleach that—**

- **Preserves fabric strength . . .**  
superior stain-removing power combined with gentleness to fabric.
- **Is highly concentrated . . .**  
small amounts do the job better than large amounts of other bleaches.
- **Is phosphated . . .**  
HYCON positively dissolves the water-proof lime soap which makes bleaching difficult. Therefore, HYCON removes all stains quickly and safely.

HYCON is ready to use right from the drum. Stable in storage. Never a question about bleach strength. No predissolving — discard your crocks and buckets. Let modern chemistry do your work.

#### **USE SAME WASH FORMULAS**

Call your Beach Distributor today  
**Beach Soap Company**  
**Lawrence, Massachusetts**

*128 years of Continuous Progress in  
Manufacturing Fine Soap Products.*

# NEWS

from the

## ALLIED TRADES

### Wyandotte Sales Competition



Shown in the bottom photo is Tom Jones, sales manager of Wyandotte Chemicals Atlanta district, accepting one of two sales trophies won by his organization during 1955. Shown at top is Tom Todd, sales manager Los Angeles-San Francisco districts, accepting a similar trophy for his group. Both pres-

entations were made by W. B. Appleby, manager of Wyandotte Chemicals Laundry and Textile Department.

The Atlanta organization won the "champion's" trophy for selling Halox and for greatest net sales; the Los Angeles representatives won for the greatest percent of sales increase in 1955.

### Record Growth for Caldyes

The Caldye dyeing process for commercial and self-service laundries is setting a new acceptance record in the industry, according to an announcement by Cal Products Company, 2132 Sacramento St., Los Angeles 21, Calif.

Cliff Schiffer, partner and advertising manager, reports that Caldyes are now distributed by over 70 distributors throughout the states. The process opens the dyeing business to all laundries regardless of size, according to Mr. Schiffer.

### Unipress Reelects Pellerin and Maxwell



WILLIS A. PELLERIN



IRA C. MAXWELL

During a recent meeting of the board of directors of the Unipress Company, Inc., Minneapolis, Minn., Willis A. Pellerin was reelected chairman of the board and Ira C. Maxwell was reelected president. Other officers reelected were

A. J. Kwakkernaat, vice-president, and Walter H. Krussow, secretary-treasurer.

The Unipress Company has planned an extensive expansion of plant facilities and production to meet the growing demand for its equipment.

### Bonn Names Representatives



FRED PETERSEN



GENE DANIELS

F. H. Bonn Company, 619 W. Fulton St., Chicago 6, Ill., has announced the appointment of Petersen-Daniels, Inc., 3311 Beverly Blvd., Montebello, Calif., as its representative to the laundry and drycleaning distributors in the eleven Western States and El Paso, Tex.

Fred Petersen previously represented the company on the West Coast and Gene Daniels in the Midwest. Mr. Petersen will maintain headquarters in the Los Angeles area and Mr. Daniels in the San Francisco area, according to the announcement.

### Beach Soap Holds Annual Sales Meeting



At the annual sales meeting of the executive, sales and engineering staffs of the Beach Soap Company, Lawrence, Mass., a new product, Hycon Dry Bleach, was introduced and improvements in Prime Sohph were announced.

Hycon is a dry chlorine bleaching compound made especially for professional laundering. It is fully phosphated to dissolve the residual lime soap film that otherwise would prevent bleaching action on removable stains. Prime Sohph is a built soap containing a sci-

entifically correct balance of soap and builder, with uniformity assured in each grain by homogenization, Beach advises.

Shown above at the meeting are front row sitting, left to right: W. E. Wyatt, E. C. Regan, L. T. Howells, K. E. Fulton, G. R. Fulton, C. C. Muller, J. L. Drury. Standing left to right are: L. K. Wolff, M. Basinow, J. G. Bottoms, C. F. Mudgett, H. A. Caruso, S. Citrin, J. H. Schulthess, E. R. Haag, C. E. Brinn, E. M. Kern, E. A. Jones, W. A. Conrades, T. B. Howley, J. B. Dailey.

### Triner Scale Appoints Fox Vice-President of Sales

Edward R. Fox has been appointed vice-president in charge of sales of the Triner Scale and Manufacturing Company, Chicago, Ill., according to a recent announcement by the firm.

Before joining Triner, Mr. Fox headed his own management engineering firm, Edward R. Fox and Associates, specializing in market analysis and systems consulting work. He

also had been previously associated with Ernst and Ernst in New York City.

### Manitowoc Distributor

Don Fuller, manager, manufacturing division, Manitowoc Engineering Corp., has announced the appointment of Dongieux's, 145 Lorenz Blvd., Jackson, Miss., as the company's



**1/8 INCH OF WEAR CAN ROB YOU OF PROFITS!**



**Packed-down ironer pads increase "go-backs," labor time, cut efficiency, give flat work an ugly, "rough-dry" finish**

Once your ironer pads are compressed until the full roll diameter is less than  $12\frac{1}{8}$  to  $12\frac{1}{16}$  inches, you start losing money. Worse still, you lose more and more as the packing continues. Time costs go up, efficiency and production go down . . . the flat work finish suffers. Result: profits go out the window.

Caliper your ironer rolls regularly . . . and change the padding often enough to keep the full roller diameter between  $12\frac{3}{8}$  and  $12\frac{1}{4}$  inches. At this point, pads have the absorption and buoyancy you need to keep production rolling at a profitable pace . . . to insure a beautiful finish.

**Be sure to use Callaway Double-Filled Cotton Pads** for faster production, for a more beautiful finish.

*Callaway Cotton Pads are:*

*Doubly absorbent \**

*Doubly efficient \**

*Doubly buoyant \**

*Patented \**





**Callaway Mills INC.**

SALES REPRESENTATIVES

295 Fifth Avenue, New York 16, N. Y.

Chicago 54 • Boston 11 • Detroit 1 • Atlanta 3 • Akron 8

San Francisco 3 • Los Angeles 12 • Dallas 7

*Towel Ensembles • Rugs and Carpets*

*Laundry Textiles • Terry Mats*

**BULLDOG 2 X 2**  
**WOVEN NETS**  
 PRINTED & SOLID COLORS



**BULLDOG**  
**BAR - MASTER**  
 KNITTED NYLON NETS



Here's the net that sets the standard in the industry for quality and service . . . Bulldog 2 x 2. Woven on modern looms of the finest heavy duty bright duPont high tenacity nylon, we guarantee it to be the finest net of its kind in the field, without exception.

If your laundry is not among those using this long wearing net, call your jobber today and get set for a very pleasant surprise. For you will see in actual operation, in your own plant, how the engineered toughness and fine quality of our Bulldog 2 x 2 result in economies that make it the smartest net buy on the market.

This photo shows the actual net size of our Bulldog Bar-Master net . . . but only a trial, in your own washers will point up the many advantages inherent in the 'slow-knit' method by which they are manufactured in our mill: Scientifically balanced; open knitted for free washing action; preshrunk, will not stretch or 'hour glass' in shape. Expands in width, handles all types of wash safely; Easy on hands and buttons; Easier loading, pinning, washing, loading and sorting. Longer wearing . . . Best dollar for dollar net value in the field.

Your jobber has all sizes and colors in Bulldog Bar-Master nets. Order today.

**X. S. SMITH, INC.**  
 RED BANK • NEW JERSEY

authorized distributor in several southern states. These include western Alabama, northern Florida, Louisiana, Mississippi, Tennessee and most of Arkansas.

Service and sales representatives from the Dongieux Company, headed by Paul and Marion Dongieux, are currently attending orientation sessions at the Manitowoc factory.

**Clinton Foods Laboratory**

Clinton Foods Inc., has started construction on a two-story research laboratory at its Clinton, Iowa, plant, according to an announcement by Roscoe C. Wagner. The 100-by-120-foot brick, glass and steel structure will cost an estimated \$750,000.

The first floor will be used for technical sales service offices and laboratories, research laboratories and pilot plant facilities. The second floor will be devoted entirely to research.

Scheduled for completion in December, the building should be ready for use by the spring of 1957 after equipment has been installed.

**Elgin Names Willey**

Elgin Softener Corporation has announced the promotion of Ben F. Willey to the newly created post of director of technical information. He will coordinate the technical aspects of water conditioning with all other phases of the industrial sales division.

Mr. Willey joined Elgin in 1944. Since that time he has held important positions in the

chemical, research and industrial sales divisions, according to the company.

**Hoffman Names Allen**



LOUIS ALLEN

The appointment of Louis Allen as manager of distributor relations for the drycleaning and laundry division, U. S. Hoffman Machinery Corporation, has been announced by Joseph Friedman, executive vice-president. Mr. Allen joined the company in 1954. He was

**Zuckerberg Receives Plaque for Service**



Sam Zuckerberg, The Zuckerbergs Company, was presented with a gold plaque March 7 at a luncheon given in his honor by the Cotton Goods Division for the support of State of Israel Bonds. The award was presented to Mr. Zuckerberg for his service and humanitarian ef-

fort for the State of Israel. Dinner chairman for the luncheon held at the Broadway Central Hotel was Marvin Lampport, Alexander Lampport Bro. Shown above are Mr. Lampport, left, Israeli Consul, center, presenting the plaque to Mr. Zuckerberg, right.

instrumental in setting up the drycleaning and laundry equipment distributor organization and many of the company's merchandising policies.

of the Patterson-Kelley Co., Inc. Prior to his appointment, Mr. Rayburn was classified advertising manager of the Daily Record in Stroudsburg, Pa. Before joining the Record, he had had wide experience in the newspaper, radio and advertising fields.

#### Pocono Appoints Rayburn



DON H. RAYBURN

Don H. Rayburn has been appointed to the newly created post of sales manager of Pocono Fabricators, Inc., according to a recent announcement by the company. The firm is a division

#### Marion Appoints McCray



HARRISON R. MCCRAY

Marion Manufacturing Company, Atlanta, Ga., has an

TEAR OUT THIS AD AND  
ATTACH TO YOUR LETTERHEAD

## Want A Better Built Soap?

For better emulsification of dirt and grime in the laundering of all fabrics, Lever supplies a scientifically balanced formula of soaps, softener, alkalies and whitener:



**FORMULA 770—**  
spray-dried to homogeneous, free-flowing beads.

Suds are heavy and full-bodied. Beads may be added dry to the wheel or used with additional builders to meet your own conditions.

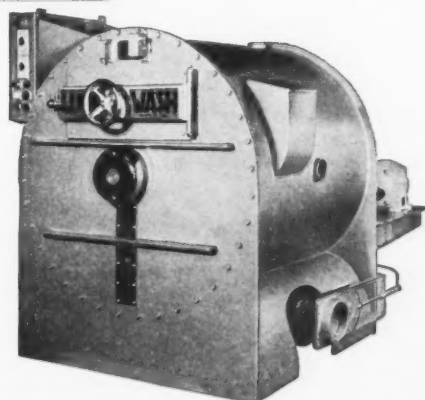
For complete information, mail ad to:  
**LEVER BROTHERS COMPANY**  
390 Park Avenue, New York 22, N. Y.

## BECAUSE DIRT WON'T DRAIN AWAY... BRAUN UNIT WASH EXTRACTS IT AT THE C.P.\*

#### For the Finest Quality Wash You've Ever Seen

In every washing formula there is one moment when soils are broken up, dispersed and safely suspended. Here is the moment of greatest demand, when it is imperative that the soils be removed from the wash—and here is the moment when ordinary machines fail. Ordinary machines drain the solution out *through* the wash, actually leaving a deposit of soil, which is insoluble in the rinse and remains in the wash.

Compare this with G. A. Braun's Unit Wash, a washer-extractor that can interrupt its thorough "triple-action" washing cycle for "critical point extraction."\* From the gentle washing cycle Braun Unit Wash switches to high-speed extraction that delivers a force of over 200 gravities—and the Braun Unit Wash remains absolutely *vibrationless*. Now the stained areas feel a massive sponge impact. Soil, soap, alkali and discolored water are all quickly squeezed from the load and immediately discharged. This is the key to Braun's higher whiteness retention without loss of tensile strength. There is a size to fit every operation with the degree of automation you desire.



For complete information that shows how Braun Unit Wash outperforms and outproduces equipment twice its size and cost—and still saves money in labor, operation and maintenance **WRITE TODAY to—**

# G. A. BRAUN, INC.



Pioneer in Automation

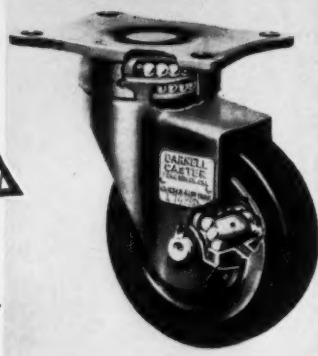
EMPIRE BUILDING, SYRACUSE, NEW YORK

G. A. BRAUN, INC.  
Dept. 24, Empire Bldg.  
Syracuse, N. Y.

- ☐ Send full information on Braun Unit Wash.
- ☐ Have your representative call, without obligation, of course.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# FACTS YOU SHOULD KNOW ABOUT



## DARNELL CASTERS AND WHEELS

1  
2  
3  
4

**RUBBER TREADS . . .** a wide choice of treads suited to all types of floors, including Darnelloprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to rough usage.

**RUST-PROOFED . . .** by zinc plating, Darnell Casters give longer, care-free life wherever water, steam and corroding chemicals are freely used.

**LUBRICATION . . .** all swivel and wheel bearings are factory packed with a high quality grease that "stands up" under attack by heat and water. Zerk fittings are provided for quick grease-gun lubrication.

**STRING GUARDS . . .** Even though string and ravelings may wind around the hub, these string guards insure easy rolling at all times.

*Figure Savings Over the Years*

WRITE FOR FREE  
DARNELL MANUAL

**DARNELL CORPORATION, LTD.**

DOWNEY (LOS ANGELES COUNTY) CALIFORNIA  
60 WALKER STREET, NEW YORK 13, NEW YORK  
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

nounced the appointment of Harrison R. McCray as sales manager of the laundry supply division. Mr. McCray has been in the industry since 1929 both as a successful plantowner and allied tradesman.

### Manitowoc Names Brown



ARTHUR E. BROWN

Arthur E. Brown has been appointed sales engineer with the manufacturing division of Manitowoc Engineering Corp., according to a recent announcement by Don Fuller, manager of that division.

Mr. Brown has been a member of the Manitowoc management staff for a number of years and also serves as sales manager for the contract division of the company.

Before succeeding Perry Chase, now in the Keever home office, Mr. Gribble went through the training course in laundry practices required of all Keever sales-service men in their contact work with distributors of Satinette Laundry Starch and Ultra-lite Fluorescent Sour.

### Beach Elects Fulton

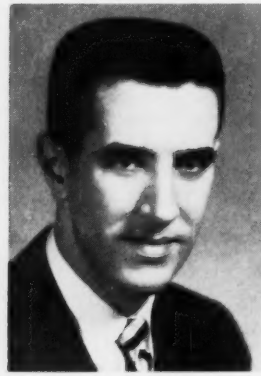


K. E. FULTON

K. E. Fulton was recently elected president of Beach Soap Company, Lawrence, Mass., by the company's board of directors. He succeeds G. R. Fulton, who was elected chairman of the board.

The new president is well known throughout the industry and his whole working life has been devoted to the soap business. In sales, he worked on the road as a salesman, later became sales manager and subsequently was elected executive vice-president.

### Keever Names Gribble



G. F. "JERRY" GRIBBLE

G. F. "Jerry" Gribble is now associated with The Keever Starch Co., Columbus, Ohio, according to a recent announcement by the firm. He will cover the Northwest territory in a sales and service capacity as part of the staff of Bruce Mace, West Coast regional manager for Keever.

### Staley Vice-President



DR. THOMAS L. GRESHAM

Expansion of the A. E. Staley Manufacturing Company's research activities, with a new



vice-president to head the division, was announced recently by A. E. Staley, Jr., president.

Dr. Thomas L. Gresham, who is resigning as director of organic chemicals and engineering research for the B. F. Goodrich Company, has been appointed vice-president in charge of research and development for the Staley company. Dr. Gresham is the author of many technical publications and has patented 32 separate chemical processes, according to the company.

Lowell Gill, manager of the research division of the company, is nearing retirement age, but will remain with the company long enough to inaugurate the expanded research program. Mr. Gill has been with the company for 40 years.

#### Textile Marking Moves to Larger Quarters

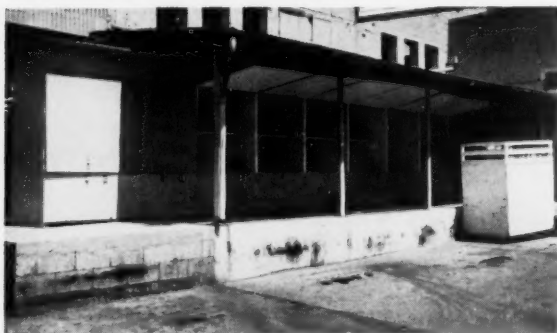


Textile Marking Machine Company has announced its removal to larger quarters to accommodate the company's expansion. Office, manufacturing plant, inspection lines, parts department, supplies and shipping are all under one roof at 2204-30 Erie Blvd. E., Syracuse, N. Y.

#### Indiana Group Sets Dates

The spring convention of the Indiana Quick Service Laundry Association will be held at the Hotel Fowler, LaFayette, Ind., April 28-29, according to an announcement by Association Secretary Ivan Ingersoll.

#### Speedier Truck Loading



Truck loading is speeded up for route salesmen at Pullman Laundry, San Diego, Calif., where finished laundry is placed in individual route bins to eliminate the time-consuming chore of hauling the work out of the plant. The big doors on the route bins are open during the day and locked only at night. The protective canopy allows all-weather loading of both trucks and bins.

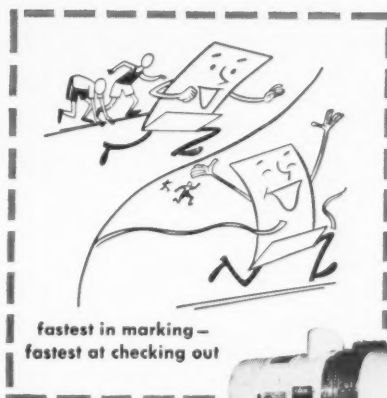
The large truck in the background is used to haul soiled bundles from trucks and finished work from plant to bins. The sloping ramp at the end of the dock permits these trucks to be wheeled off the platform to a truck that can't find space at the loading dock.

#### Chicago Public Relations Plan

The board of directors of the Chicago Laundry Owners Association has approved the adoption of a public relations

# Polymark...

the world's finest  
temporary  
marking machine



A complete and proven  
system to give you  
greatest economy,  
**ACCURACY** and speed in  
every laundry operation

Write for brochure and  
the name of distributor  
nearest you



Polymark Division

## PINNACLE PRODUCTS

CORPORATION

56 Grand Street, White Plains, New York

1515 Gardena Avenue, Glendale, Calif.

Canada—Simmonds Products of Canada, Ltd.

5800 Monkland Avenue, Montreal 28

TEAR OUT THIS AD AND  
ATTACH TO YOUR LETTERHEAD

## Want to Wash Delicate Fabrics Efficiently Yet Gently?

Lever has designed a completely built synthetic to give whiter, brighter laundering in hard or soft waters. It is compounded with mild builders and one of the most efficient and stable whitening agents known:



**FORMULA 880—**  
spray-dried, free-flowing  
white granules.

This synthetic detergent is especially suitable for delicate fabrics and colors at mild temperatures. It is also compounded for heavy duty washing.

For complete information, mail ad to:  
**LEVER BROTHERS COMPANY**  
390 Park Avenue, New York 22, N. Y.



## Chandler BUTTON SEWER

Are you one of the few that are  
still sewing buttons on by hand?  
Would you like to try one of these  
time saving machines?

*Write for full details*



program designed to promote the interests of the laundry industry and the Association with the general public. The operation of the plan will be conducted by Herbert M. Kraus and Company, public relations counselors, 140 N. Dearborn St., Chicago, Ill. The cost of the project will be paid from Association funds.

The Association has asked member plants to cooperate with the program by sending items of news interest concerning their employees, customers or owners. All items appearing in print will be compiled in a report that will be sent to members each month.

### Interboro Shares Its Luck

Every year Interboro Laundry of Attleboro, Mass., shares its anniversary celebration with its customers.

Grateful for customer response during its first year of business in 1938, Interboro marks each anniversary with a luck-sharing program: Every 1938 penny presented by a customer is worth a dollar in drycleaning value, when the penny's accompanied by another dollar's worth of drycleaning.

The anniversary offer runs from August 1 to 13, and those lucky 1938 pennies are honored by Interboro's stores in Attleboro and Wrentham, by the Attleboro Falls plant, and by all Interboro routemen.

### Dividends May Be Earned in AIL's Insurance Program

Dividends on the American Institute of Laundering's new group life insurance program may be earned by participants, according to Ward A. Gill, director of industry relations. It is reported that the dividends will be based on the experience gained as the program moves along and distribution will be made in accordance with the provisions of the Trust Agreement set up to handle the finances of the plan.

The program was scheduled to become effective April 1, providing minimum enrollment requirements were met.

### Convention Calendar

New York State Launderers & Cleaners Association  
Hotel Sheraton Ten Eyck  
Albany, New York  
April 19-21, 1956

North Dakota Laundrymen  
Graver Hotel  
Fargo, North Dakota  
April 20-21, 1956

The Diaper Service Institute of America  
Seville Hotel  
Miami Beach, Florida  
April 25-28, 1956

Indiana Quick Service Laundry Association  
Hotel Fowler  
Lafayette, Indiana  
April 28-29, 1956

Maryland, District of Columbia & Virginia  
Laundryowners Association  
Hotel Ingleside  
Staunton, Virginia  
April 29-May 1, 1956



## BOCK EXTRACTOR

Insist On A Bock  
and  
You Will Have The Best  
We have made Extractors  
Exclusively For 35 Years

Sizes 15" 17" 20"

**BOCK LAUNDRY MACHINE CO.**  
TOLEDO 2, OHIO

Linen Supply Association of America  
Fontainebleau Hotel  
Miami Beach, Florida  
May 2-5, 1956

Laundry and Cleaners Allied Trades Association  
Hollywood Beach Hotel  
Hollywood Beach, Florida  
May 7-11, 1956

Pacific Northwest Launderers and Dry Cleaners  
Association  
Harrison Hot Springs Hotel  
Harrison Hot Springs, British Columbia, Canada  
May 10-12, 1956

Pennsylvania Laundryowners Association  
Traymore Hotel  
Atlantic City, New Jersey  
May 10-13, 1956

Laundry Owners and Dry Cleaners Association  
of Montana, Southern Alberta and Northern Wyoming  
Palliser Hotel  
Calgary, Alberta, Canada  
May 11-12, 1956

North Carolina Association of Launderers  
and Cleaners, Inc.  
Sir Walter Hotel  
Raleigh, North Carolina  
May 11-12, 1956

West Virginia Launderers & Drycleaners Association  
Hotel Daniel Boone  
Charleston, West Virginia  
May 11-12, 1956

Oregon State Laundry Owner's Association  
Pilot Butte Hotel  
Bend, Oregon  
May 17-19, 1956

California Laundry & Linen Supply Association  
MiraMar Hotel  
Santa Barbara, California  
May 17-19, 1956

New Jersey Laundry & Cleaning Institute  
Hotel Berkeley Carteret  
Asbury Park, New Jersey  
May 18-19, 1956

*Continued on page 92*

## New STAD-SPUN & STAD-TEX PRESS COVERS

Says the Stadham 'Cover' Girl, "As originators of treated nylon covers we have improved the exclusive formula to assure longer wearing qualities . . . better fabric finishing . . . increased production. Write your distributor for a Stadham Glossary that defines the various types and uses of Stad-Spun and Stad-Tex Press Covers."



# STADHAM

COMPANY INC. • HEXAGON DIVISION  
1825-31 N. 20TH ST. PHILA. 21, PA.

PADS • COVERS • BAGS • APRONS • NYLON TAPE • TEXTILE SPECIALTIES

**It Cost Me \$15 to  
Learn I was Right  
in the First Place**



# GROSS STAR

**is the ONLY plate that needs  
NO Liner—**



I have just finished experimenting with my last pressing gadget. And I learned that extra cost does not always mean better performance.

I've gone back to using GROSS STAR Grid Plates on my presses. Perfectly happy. Got a fine finishing job—never a glossed fabric, never a nickel mark, always a dependable finish in fast time.

And it seemed we could hardly wear a plate out—or nick, bend or crack it.

My GROSS STAR at \$16.85 doesn't waste the presser's time. It gives me exactly proper temperatures for speedy pressing without costly gadgets and double talk.

Test a GROSS STAR GRID PLATE against any pressing method you can think of and you'll find out what I found. You can't beat 'em.

**\* You'll get  
\* Less if**

**\* You pay  
\* More than**

**\* \$16<sup>85</sup>  
\* up to  
\* 46"**

**\* over 46" — \$21.75  
\* mushroom — \$12.50  
\* FROM YOUR JOBBER**

**LOOK FOR THIS FAMOUS NAME PLATE**


**GROSS STAR GRID PLATE "for Better Pressing"**  
MFD. BY L. BEHRSTOCK CO. 1708 S. STATE ST.  
CHICAGO 16, ILLINOIS TEL. DANUBE 6-6022



**JUMBO  
NET PINS**



**COVER  
CLOTH  
FASTENERS**



**MARKING  
PINS**



**DRY  
CLEANER  
CLIPS**



**STRAIGHT  
PINS**




**SAFETY PINS**



**RISDON  
REMO**

**MEMBER**



**THE Best IN  
LAUNDRY SERVICE**



**LCATA  
LAUNDRY &  
CLEANERS  
MEMBER  
ALLIED TRADING  
ASSN.**

**KNOWN FOR QUALITY & SERVICE  
THROUGHOUT THE TRADE**

- Immediate Shipments
- Complete Dealer Coverage
- A Pin For Every Need

**THE RISDON MANUFACTURING COMPANY**  
NAUGATUCK, CONN. RI-63

**WRITE FOR LATEST COMPLETE CATALOG**

*Genuine*

## TAG-O-LECTRIC SUPPLIES

**TAG-O-LECTRIC FIBEROLL**  
The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. Runs as smooth as silk.

**TAG-O-LECTRIC STAPLES**  
The only staples that carry operational guarantee for the Tag-O-Lectric precision stapler. Rust-Proof or rust-resistant. Smaller than a common pin in diameter. Special points enter fabric like a tailor's needle. Special power clinch for quick, easy tag flick off.




**TEXTILE MARKING MACHINE CO., Inc.**  
2404-30 ERIE BLVD. EAST SYRACUSE 1, N. Y.

*Continued from page 91*

Wisconsin Institute of Laundering  
Lake Lawn Lodge  
Delavan, Wisconsin  
May 18-19, 1956

Colorado Cleaners Association  
Mountain State Laundry Association  
Glenwood Springs, Colorado  
May 24-25, 1956

New Hampshire Laundry and Cleaners Association  
Wentworth-by-the-Sea  
Portsmouth, New Hampshire  
May 26, 1956

Georgia Launderers & Cleaners Association  
Biltmore Hotel  
Atlanta, Georgia  
June 6-7, 1956

Eastern Canadian Laundry and Drycleaners' Association  
Dela Wana Inn  
Honey Harbour, Ontario, Canada  
June 14-16, 1956

Florida Institute of Laundering and Cleaning  
Fort Harrison Hotel  
Clearwater, Florida  
June 15-17, 1956

## Obituaries

**Fred A. Blake** of Gardner, Massachusetts, past president of the Massachusetts Laundryowners' Association, Inc., Boston, Massachusetts, died recently. Mr. Blake was an officer and director of the association for many years and also served as a representative in the Massachusetts Legislature. Among his survivors is his wife.

**Edgar Percy Eveleigh**, 64, owner of Oshawa Laundry and Dry Cleaning Co., Ltd., Oshawa, Ontario, Canada, died recently. Mr. Eveleigh was a member and past president of the Oshawa





**"Eliminate your bleach damage"**

**switch to COM-PAT ...**  
the controlled bleach that does  
a perfect job with every batch.



Com-Pat is a safe, soluble, fine granular bleaching material for use directly to the wheel. It eliminates any need for tanks, crocks, carboys and the testing of stock bleach solutions.

Discover the answer to your bleach problems by asking your jobber for Com-Pat or write to

**MARTENS CHEMICAL CORP.**

243 Clinton Avenue, Kingston, New York

Curling Club, and a member of Lebanon Lodge, F&AM. He was an active member of the Oshawa Rotary Club, and this year headed the club's Easter Seal Fund Committee. Surviving are his wife and daughter.

**Harvey Fiss**, 68, operator of De Pere Laundry and Royal Cleaners, De Pere, Wisconsin, died recently after a long illness. Born at York, Nebraska, Mr. Fiss came to Wisconsin in 1927. Among his survivors is his wife.

**Stella Flutcher**, vice-president of Colorado Laundry & Dry Cleaners, Pueblo, Colorado, died recently. Mrs. Flutcher was a member of the Goodwill Industries of Pueblo. Surviving are two sons.

**Henry E. Marron**, operator of U-Wash Laundry, Long Beach, California, died recently. Mr. Marron was a member of Long Beach Lodge 888, BPOE, North Long Beach Lions Club and the Elks bowling team. He is survived by his wife, son and daughter.

**David Simpson**, 60, service superintendent at Peerless Laundry and Cleaners Ltd., Winnipeg, Manitoba, Canada, died recently. Mr. Simpson had been with the firm for the past 42 years. He was a member of St. James Kiwanis. Surviving are his wife and daughter.

**Charles H. Victor**, 61, president of Vic Cleaning Machine Company, Minneapolis, Minnesota, died March 4 while attending the National Institute of Drycleaning convention in Dallas, Texas. Mr. Victor was born in Russia and came to the United States before World War I. An inventor-manufacturer, with many patents to his credit, Mr. Victor developed the self-cleaning filter. Out of that invention grew the present company, with sales all over the world. Mr. Victor was a member of the National Institute of Drycleaning and many local and civic organizations. Surviving are his wife and two sons.

**Harry D. Wemple**, secretary-treasurer of the New York State Laundryowners Association from 1931-1953, died recently. Mr. Wemple served on three of the Industry Minimum Wage Boards, and was a member of the State Disability Benefits Advisory Council. He was active in, and one of the initial sponsors of, The New York State Conference on Unemployment Insurance. For a number of years, Mr. Wemple was secretary of the Buffalo Linen Club, secretary-treasurer of the Frontier Laundry Council and was active in the Council of Laundry Association Executives. He was a member of the Greater Buffalo Advertising Club and the Automobile Club of Buffalo. Surviving are his wife, a son and daughter.

**George B. Wing, Jr.**, 83, president of Cascade Laundry Company, Los Angeles, California, died recently. Mr. Wing is survived by his wife and two daughters.

TEAR OUT THIS AD AND  
ATTACH TO YOUR LETTERHEAD

## Do You Build Your Own Washing Formulas?

Lever's pure concentrated soaps dissolve instantly, producing heavy, full-bodied suds for the efficient washing of cottons and linens:



**SPUNN DIAMOND**

88% Flakes

**SPUNN DIAMOND**

92% Powder

Easy to handle, these pure soaps appeal particularly to launderers who build their own soap tank before adding to the wheel. They can, however, be added dry to the wheel.

For complete information, mail ad to:

**LEVER BROTHERS COMPANY**

390 Park Avenue, New York 22, N. Y.

**BEST!**

**FOR QUICK-SERVICE PLANTS**

Key-Tag's Model A-15

**FLAG CHECKING  
SYSTEM**

**3-WAY  
CHECK!**

1 BY COLOR  
2 BY NUMBER  
3 MECHANICAL  
CODE-LOCK MAKES  
MISTAKES IMPOSSIBLE

- faster handling
- no "human error"
- use "green" labor

**FLEXIBLE—FITS YOUR PRESENT SYSTEM**  
WRITE TODAY FOR FREE SAMPLE

**KEY-TAG CHECKING SYSTEM CO.**  
6505 HOUGH AVE., CLEVELAND 3, OHIO

# CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat). Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

## LAUNDRIES and CLEANING PLANTS FOR SALE

**LAUNDRY AND DRYCLEANING PLANT, WELL ESTABLISHED IN LARGE CITY IN TEXAS, ABOUT \$150,000 VOLUME. IF INTERESTED WRITE Box 1178, STARCHROOM LAUNDRY JOURNAL.** -2

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**LAUNDRY AND DRY CLEANING** plant located in Western Maryland, fully equipped, established 10 years, gross \$46,000. Building for sale or lease. **ADDRESS, Box 1186, STARCHROOM LAUNDRY JOURNAL.** -2

**STOCKHOLDERS SAY SELL:** Fine medium-size plant, in fast-growing city adjoining Los Angeles, Calif. Capital \$10,000, doing over \$6,000. Terms, 10 years, \$40,000 required. Fine for TWO partners. Write Broker—**ADDRESS, Box 1143, STARCHROOM LAUNDRY JOURNAL.** -2

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Central Florida—Complete laundry, drycleaning and rug shampooing plant, over \$40,000 gross business. Price \$39,500 with real estate. **ADDRESS, Box 1149, STARCHROOM LAUNDRY JOURNAL.** -2

## FOR LEASE WITH OPTION TO BUY

For Lease: Going laundry plant, recently rebuilt, with option to buy, now being successfully operated. Doing \$2000 business per week. Excellent labor percentage and showing a good profit for the past five years. This business one of only three laundries in a city of 150,000 with over 500 diversified industries. Successful applicant must have a successful record, be financially able to carry on and bear strictest investigation. As for us, we are compelled to do this on orders of our doctor. **ADDRESS, Box 1189, STARCHROOM LAUNDRY JOURNAL.** -20

## HELP WANTED

Wanted: A man to take charge of a laundry and drycleaning plant doing \$400,000 business a year. He must be sober and dependable with twenty to twenty-five years experience. Must be able to turn out quality work at a minimum cost. State salary expected. Floaters don't apply. We want a man with sticking ability. **ADDRESS, Box 1179, STARCHROOM LAUNDRY JOURNAL.** -7

**MANAGER.** Experienced in operation of family laundry and drycleaning plant doing large volume. Must know production and quality. Permanent position. Excellent salary. **ADDRESS, Box 1183, STARCHROOM LAUNDRY JOURNAL.** -7

**STORE MANAGER.** Experienced in running chain laundry and drycleaning stores. Must know all phases of store operation as to advertising, training of personnel and building sales. Permanent job. Excellent salary. **ADDRESS, Box 1187, STARCHROOM LAUNDRY JOURNAL.** -7

**ROUTE SUPERVISOR.** Experienced, must be familiar with all phases of route operation such as sales, training of personnel and building new routes. **ADDRESS, Box 1188, STARCHROOM LAUNDRY JOURNAL.** -7

**LAUNDRY SUPERINTENDENT** wanted by well established, growing plant in Indianapolis with an annual laundry volume of \$325,000. Prefer A.I.L. trained man between 25 and 45. Must have practical experience and be familiar with standard hour incentive plan. Management aptitude tests upon arrival. Salary \$6000.00 with bonus up to \$2500.00 based on actual ability to lower cost percentages, maintain quality and increase sales. Please fully list references. **ADDRESS, Box 1168, STARCHROOM LAUNDRY JOURNAL.** 1168-7

Experienced Laundry & Drycleaning Plant superintendent, must be able to assume complete plant responsibility, handle personnel, reference must stand investigation; this is an opportunity for a bright energetic man to earn top salary and commission, when ability is proven opportunity to own part or all the business will be offered. Well established new plant, drive in and delivery service. Located in Southeast Virginia. **ADDRESS, Box 1156, STARCHROOM LAUNDRY JOURNAL.** -7

## HELP WANTED (Cont'd)

**HELP WANTED. PLANT SUPERINTENDENT,** laundry, drycleaning, linen supply, for medium-size, modern plant located on Florida East Coast. Permanent position for well-qualified man. **ADDRESS, Box 1193, STARCHROOM LAUNDRY JOURNAL.** -7

**SALES PROMOTION MANAGER:** A man with some advertising and customer relations experience preferred; this is a permanent management opportunity in connection with a large wholesale rug cleaning operation serving laundries, drycleaners, department stores and floor covering retailers in the metropolitan New York-New Jersey area. Write giving full resume of experience and salary requirements to Box 1185, **STARCHROOM LAUNDRY JOURNAL.** -7

Laundry Plant Superintendent. Will interview anyone. **ADDRESS, Box 1190, STARCHROOM LAUNDRY JOURNAL.** -7

## SITUATIONS WANTED

**PRODUCTION EXECUTIVE** who can get results, over 20 years experience, assume full responsibility, accounting graduate. Specialty: scientific techniques, producing quality at low cost, and keeping employee morale at high peak. Record of achievement can bear most rigid investigation. Desire position in metropolitan New York City area. **ADDRESS, Box 1171, STARCHROOM LAUNDRY JOURNAL.** -5

Young man with 14 years experience in both productive and supervisory capacity of laundry and drycleaning business, experienced and capable of doing any job in plant. Able to train new employees. Have advanced knowledge of production methods, equipment lay-out, and equipment maintenance. Desire new opportunity with progressive organization. Presently employed as General Manager for combination drycleaning, laundry and linen supply, grossing \$8,000 per week. Can furnish proven record of quality and profitable operation. Will arrange personal interview. **ADDRESS, Box 1182, STARCHROOM LAUNDRY JOURNAL.** -5

Plant and Production Manager, linen supply and steam laundry. Years of experience with largest organization. All phases, ability and qualification to organize and systemize. Can produce successful, efficient method. Will furnish best reference. **ADDRESS, Box 1180, STARCHROOM LAUNDRY JOURNAL.** -5

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Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flameproofing. Quality House Furniture Cleaners, Inc., 312 E. 102nd St., New York 29, N. Y. 1016-14

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42 x 54" Troy washer, electromanual or electromatic, give serial number and price in reply. Rock Island Laundry, 1814 3rd Ave., Rock Island, Ill.

**SCHRAMM DOUBLE BRUSHER WANTED,** 220 volt, 3 phase, 60 cycle. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 1145-3

Zephyr NO-BAK ironer booster, 30" or 36" x 120", Queen Quality Laundry, 2624 Elmwood, Detroit 7, Michigan. 1194-3

**WANTED, MONEL METAL WASHERS,** all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS, Box 874, STARCHROOM LAUNDRY JOURNAL.** -3

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**BOILERS FOR SALE:** 1—Cleave Brooks 125 H.P. oil fired #5 oil with new tubes; 1—New Steammaster 40 H.P. water tube oil-fired; 1—Used 100 H.P. Cleave Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

**PACKAGE STEAM GENERATOR—NEW—SACRIFICE PRICE.** 80 HP, 125 lbs. pressure, light oil or gas firing, complete with all controls. **ADDRESS, Box 1159, STARCHROOM LAUNDRY JOURNAL.** -36

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**CARDING WIRE:** For curtain and blanket stretchers. G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 3240-38

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**CARRUTHERS' BULLETIN**—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

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**LIQUIDATED EQUIPMENT** from America's finest laundry plants. Several outstanding values on equipment in really excellent condition.

Huebsch 36 x 30", 4-coil Tumblers; American No-Trux Extractor with 2 sets of S.S. containers; American 6 roll, 120" chest-type flatwork ironer; American 4-roll, 100" chest-type, return-feed ironer; Keystone-Bilt 42 x 36" Norwood motor driven washer; Prosperity Single-Lay cabinet sleeve press with folding tables; 10 New Troy 20" Extractors.

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## MACHINERY FOR SALE (Cont'd)

1—4 Roll 100" Haggen Ironer—motor driven, \$750. 1—36" Troy extractor—motor driven. 1 Troy tumbler 30" x 30", 613 First St. Santa Rosa, California. Phone 7375. 1184-4

**AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT, READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

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**40" TROY and TOLHURST, direct motor-driven and belt-driven extractors.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

**AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

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**FOR SALE:** 1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb, 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill.** 511-4

**48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

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**For Sale:** 1—Used 44 x 84" **ROBOT** two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two sets containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7763.** 9628-4

**2-ROLL 100", 110" and 120" AMERICAN and CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

**PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:**—COLLAR and CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

**16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4



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**TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.**  
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**8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.**  
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**AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y.**  
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**48 x 124" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.**  
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**15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 36" x 30" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.**  
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**40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.**  
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**MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN. 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.**  
693-4

**60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.**  
600-4

**IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. Evergreen 9-6585, has late type Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit.**  
1165-4

**IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation.**  
1166-4

**IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us.**  
1167-4

**IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 5-4" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54 x 120" 9-pocket stainless washer; American Cascade 42 x 84" washer; Troy 42 x 72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42 x 90" tumbler; Huebsch 36 x 30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30 x 48" petroleum unit with filter, still, etc., brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit, Columbia synthetic unit.**  
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1100-4

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872-4

**AIR-DRIVEN PRESSES: Forse 54" square-buck linen supply press; Forse 53" tapered garment press; Forse mushroom presses. Very reasonably priced. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEVada 8-8849.**  
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**AMERICAN and TROY 5-Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.**  
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1118-4

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6910-4

**48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.**  
4651-4

**HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.**  
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**SURPLUS EQUIPMENT OF FINE LAUNDRY & DRYCLEANING MACHINERY from the HESSLER LAUNDRY and SEVERAL OTHER PLANTS and INSTITUTIONS. ACT FAST FOR BARGAINS! American 8-roll 120" FLATWORK IRONER; American 6-roll 120" FLATWORK IRONER; 42 x 84" American Norwood Cascade MONEL WASHERS, 2 pockets; 42 x 96", 3 pockets; 42 x 96", 8 pockets; 30 x 30" American Cascade MONEL WASHERS; 24 x 36" American Cascade MONEL WASHERS; American 54" NOTRUX EXTRACTOR, 3 sets of MONEL CONTAINERS; American 48" MONEL OPEN-TOP EXTRACTORS; 30" copper starch EXTRACTOR; all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a NUMBER OF OTHER ITEMS too numerous to mention in this issue. WRITE, WIRE OR 'PHONE: Sole liquidator: WILLIAMS LAUNDRY MACHINERY, 37-37 9th St., Long Island City 1, N. Y. STILLWELL 6-6666.**  
790-4

**ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.**  
2240-4

**ELLIS DRIER. 50" extractor with baskets. AMERICAN CASCADE washer, 42 x 84, belt drive, Monel metal, 4 pockets—excellent condition, priced below market. McInnes Laundry, 21st & Greenmount Avenue, Baltimore 18, Maryland.**  
1191-4

**42 x 54" Troy washer, Monel, A.C. motor, excellent condition, 30" American extra deep extractor, Monel basket, one year old. 9.7 H.P. Wee Scot boiler, 125 lbs. 5" pins. Hampers, Nets, etc. East Marion Laundry, Inc., East Marion, Long Island, New York. Telephone, GReenport 7-0037.**  
1196-4

**N.C.R. class 6000 route control and billing machine with 13 totals, guaranteed in like new condition. Available in June. Excellent buy at \$1100.00. New Castle Laundry, New Castle, Indiana.**  
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**For Sale: One Forse 75 SL Master double sleeve, used, in very good condition. Cost new \$895. Will sell for \$290.**  
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# In The Wash...

## Evaporation Rate

Dear Editor:

Do you have available any information or statistics on the amount of evaporation per pound of laundry processed?

Our village has raised the sewer rates according to the amount of water used.

R. G. KUHN  
Ideal Laundry  
Willard, Ohio

*The rate of evaporation depends on the temperature and moisture content of the air which change constantly. We'd say roughly 0.1 gallon of water is evaporated for every pound of work processed. Plus, the amount of water used for boiler feed make-up. (Dry clothes absorb about 0.3 gallons of water per dry pound. And an efficient extractor removes about 70 percent of the water in a load.)*

*In discussing the sewer rate problem with one water authority, we found the evaporation argument to be an old and not very successful one. Practically, all laundrymen in a similar predicament have used it. By all means, talk the matter over with your local authorities. But don't expect too much. We think you'll find our story on the water problem in this issue quite interesting.—EDITOR*

## Inflated Advertising Dollar

Dear Editor:

Please tell us where and how you can buy forty-one radio spots per week for \$100 a month—ten of these each week end on Monitor Show.

May I refer to your article in January STARCHROOM, "Get the most for your advertising dollar."

WALTER L. COEN  
Oklahoma Laundry & Cleaners  
Enid, Oklahoma

*Oops. Julian Green of the Ideal Laundry Co., Milwaukee, got a little more for his advertising dollar than he had bargained for—only because of an error in our copy. It should have read \$100 per week.—EDITOR*

## Promotion Expert for Puerto Rico

Dear Editor:

We are interested in getting the services of an expert in laundry and drycleaning promotion to help us build a bigger volume of business for our laundry and drycleaning plant in this city.

We are writing you in the hope that you may know of a man interested in spending two or three months on this island as a vacation and, at the same time, do some business while here.

The reason we are interested in getting such a man is

### Let's Hear From You...

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor  
Starchroom Laundry Journal  
305 East 45th Street, New York 17, N. Y.

that we are rapidly acquiring new American- and English-speaking clientele and would like to know the newest methods used in the United States.

If you know of such a man, would you be so kind as to refer his name and address to us so that we can get in touch with him?

We thank you so much for the interest you may take in this matter.

JORGE R. COLLAZO  
Nuzone Cleaners  
Ponce, Puerto Rico

## Wanted: MacIntosh Reprints

Dear Editor:

We are wondering if you have any reprinted copies of the MacIntosh article, "What's Wrong With Laundry Service." We can use about 6,000 of these reprints, 3,000 to go to our Chicago office, and 3,000 copies to our New York office.

Kindly let me know if these are available.

N. R. HOFFMAN  
H. Kohnstamm & Co., Inc.  
New York, N. Y.

Dear Editor:

I have just finished reading your bulletin, "What's Wrong With Laundry Service," and it impressed me so much that I wonder if you would send me 10 copies for distribution to my other outlets.

RUSSELL D. MUNRO, General Manager  
Kleenit Inc.  
Ayer, Mass.

Dear Editor:

Somehow I missed the STARCHROOM December issue that carried the story made at the Philadelphia convention. I think the title was "What Is Wrong With the Laundry Industry?"

If it's not too much trouble or if some way you could get me a few reprints of this, I certainly would like to have them.

R. F. SNOW, Manager  
F. H. Ross & Company  
Birmingham, Ala.

Dear Editor:

I should like to obtain immediately 15 copies of the reprint of your article, "What's Wrong With Laundry Service?" from the STARCHROOM LAUNDRY JOURNAL issued December, 1955. They are intended for use at a supervisors' meeting of our plant.

R. A. LANGINRICH, General Manager  
Palace Model Laundry/Dry Cleaning  
Detroit, Mich.

Dear Editor:

Please send us 100 of your reprints of the MacIntosh story and bill us for the cost.

RUSSELL BROADDUS, JR., Vice-President  
Capital Laundry and Dry Cleaning Co., Inc.  
Louisville 4, Ky.

Gladly!—EDITOR

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